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(12) **United States Patent**
Day

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(54) **SYSTEMS, DEVICES AND METHODS FOR STREAMING MULTIPLE DIFFERENT MEDIA CONTENT IN A DIGITAL CONTAINER**

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(73) Assignee: **INSTAVID LLC**, Bellevue, WA (US)

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(21) Appl. No.: **13/309,303**

(22) Filed: **Dec. 1, 2011**

(65) **Prior Publication Data**

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(51) **Int. Cl.**

G06F 3/00	(2006.01)
G06F 17/00	(2006.01)
G06F 3/0481	(2013.01)
G06F 17/30	(2006.01)

(Continued)

(52) **U.S. Cl.**

CPC ***G06F 3/04817*** (2013.01); ***G06F 17/30849*** (2013.01); ***H04N 21/41407*** (2013.01); ***H04N 21/4312*** (2013.01); ***H04N 21/482*** (2013.01); ***H04N 21/4821*** (2013.01)

(58) **Field of Classification Search**

CPC G06Q 30/02
USPC 715/200, 719
See application file for complete search history.

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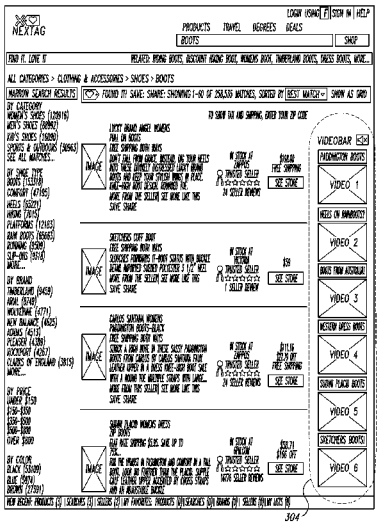
Primary Examiner — Manglesh M Patel
(74) *Attorney, Agent, or Firm* — Aeon Law; Adam L. K. Philipp

(57) **ABSTRACT**

A user interface is configured to present a plurality of user-selectable icons. Each user-selectable icon of the plurality of user-selectable icons is individually configured to trigger playing of different streaming media content in an area on the user interface of the user-selectable icon upon a cursor-over or hover action on the user-selectable icon or other selection action by the user. The user-selectable icons are presented in a digital container wherein the container is configured to display contents of the container within a defined area on the user interface such as a Web page. The container may include a single user-selectable icon that is individually configured to trigger playing of streaming media content or multiple different user-selectable icons that are each individually configured to trigger playing of different streaming media content based on assigned specifications or selected criteria.

24 Claims, 10 Drawing Sheets



(51) **Int. Cl.**

H04N 21/414	(2011.01)
H04N 21/431	(2011.01)
H04N 21/482	(2011.01)

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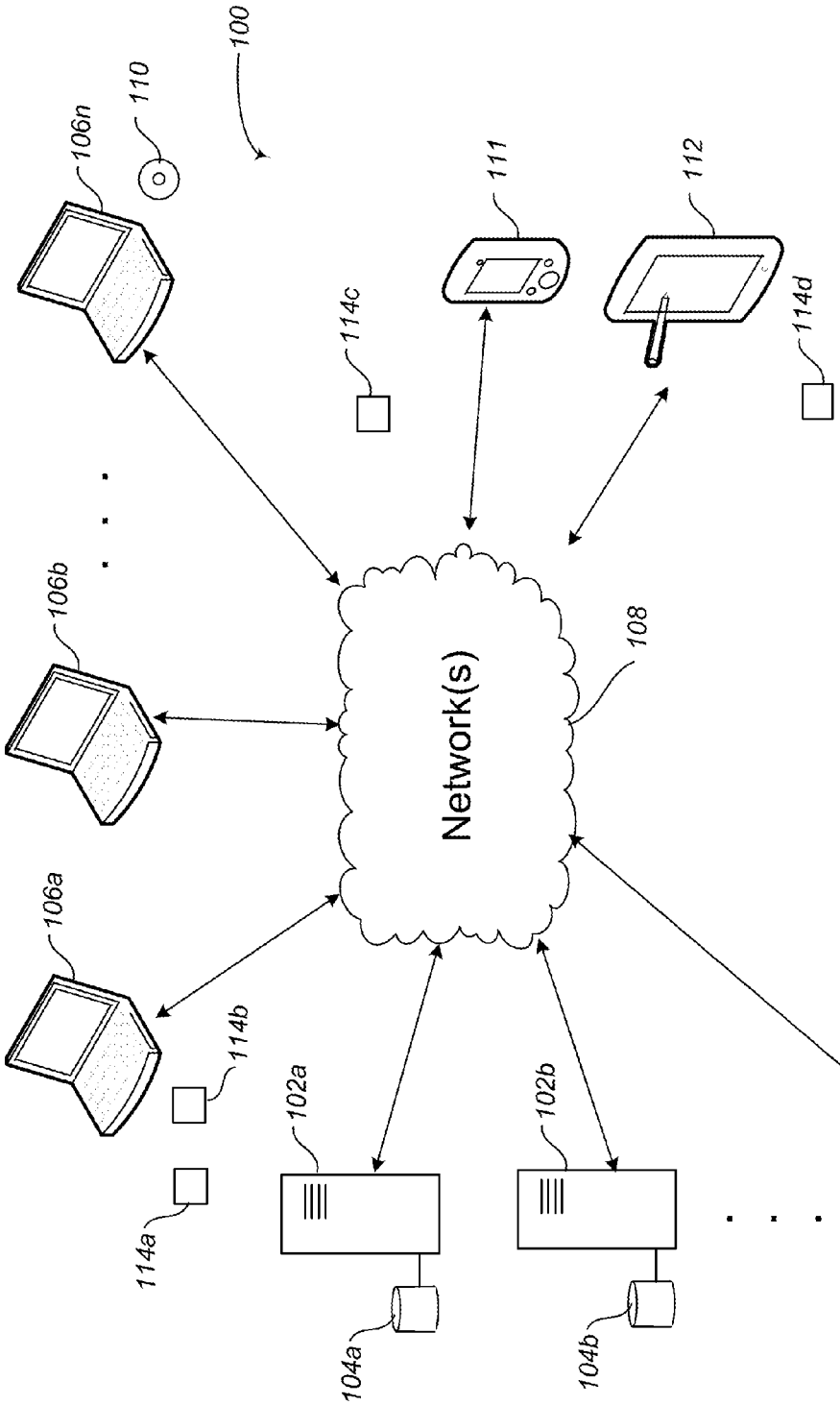
100
110
106n
111
112
114c
114d
106b
108
Network(s)
106a
114b
102a
102b
102n
114a
104a
104b
104n

Fig. 1

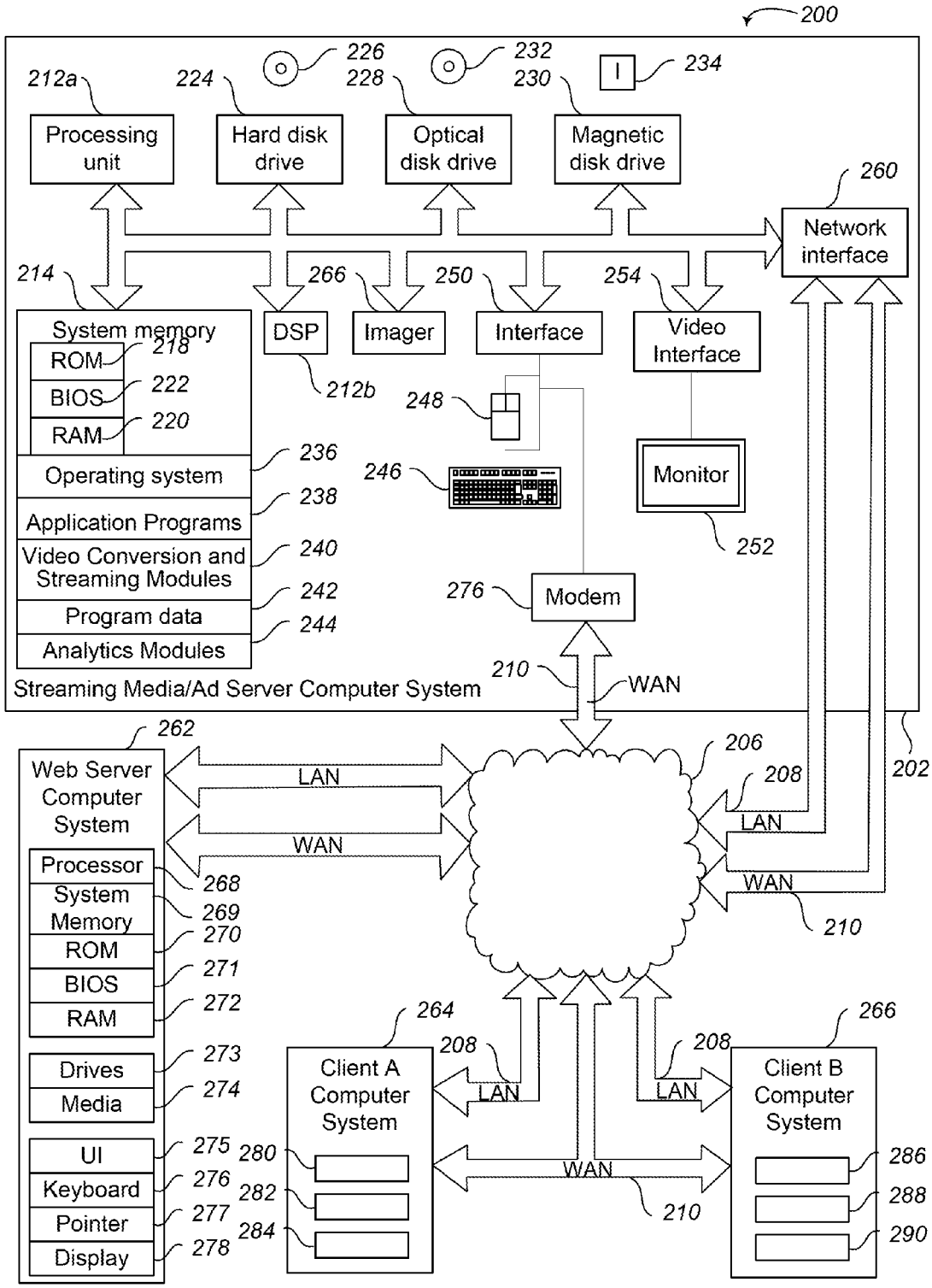
200
212a
224
226
228
232
230
234
Processing unit
Hard disk drive
Optical disk drive
Magnetic disk drive
260
Network interface
214
266
250
254
System memory
ROM
BIOS
RAM
218
222
220
DSP
Imager
Interface
Video Interface
212b
248
246
Monitor
252
236
238
240
242
244
Operating system
Application Programs
Video Conversion and Streaming Modules
Program data
Analytics Modules
276
Modem
210
WAN
Streaming Media/Ad Server Computer System
262
Web Server Computer System
LAN
WAN
206
208
202
Processor
System Memory
ROM
BIOS
RAM
268
269
270
271
272
Drives
Media
273
274
UI
Keyboard
Pointer
Display
275
276
277
278
264
Client A Computer System
280
282
284
266
Client B Computer System
286
288
290

Fig. 2

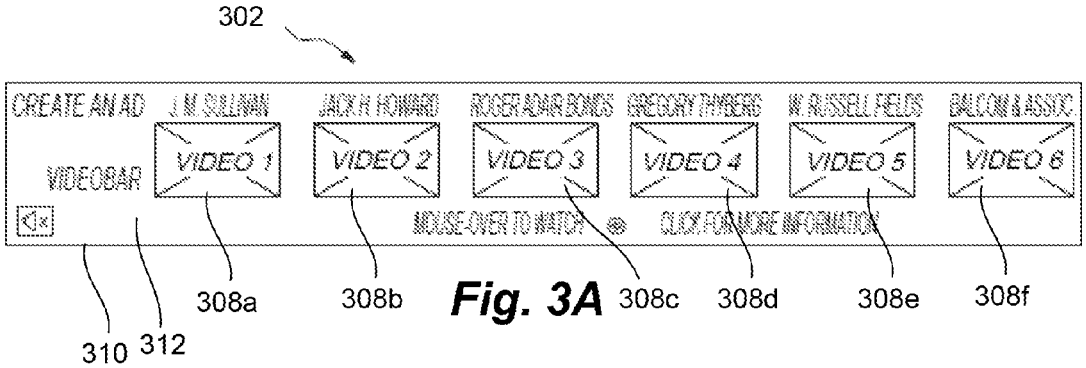

Fig. 3A

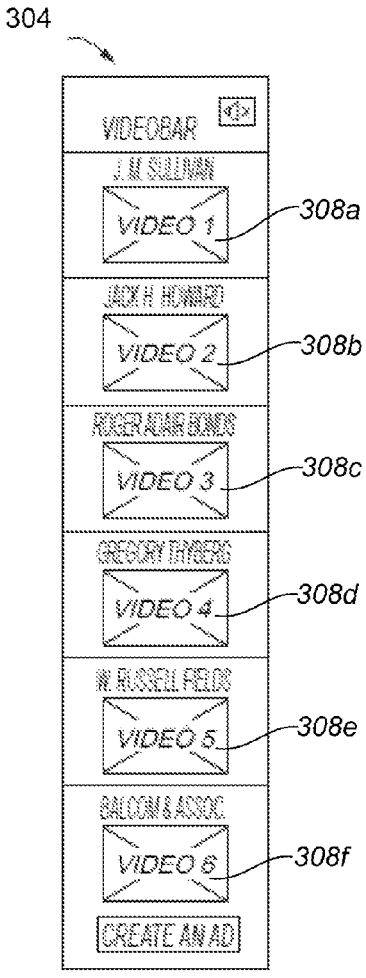

Fig. 3B

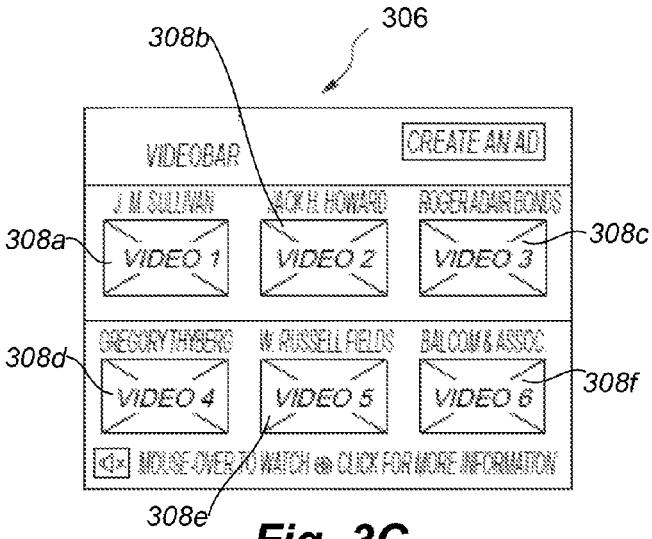

Fig. 3C

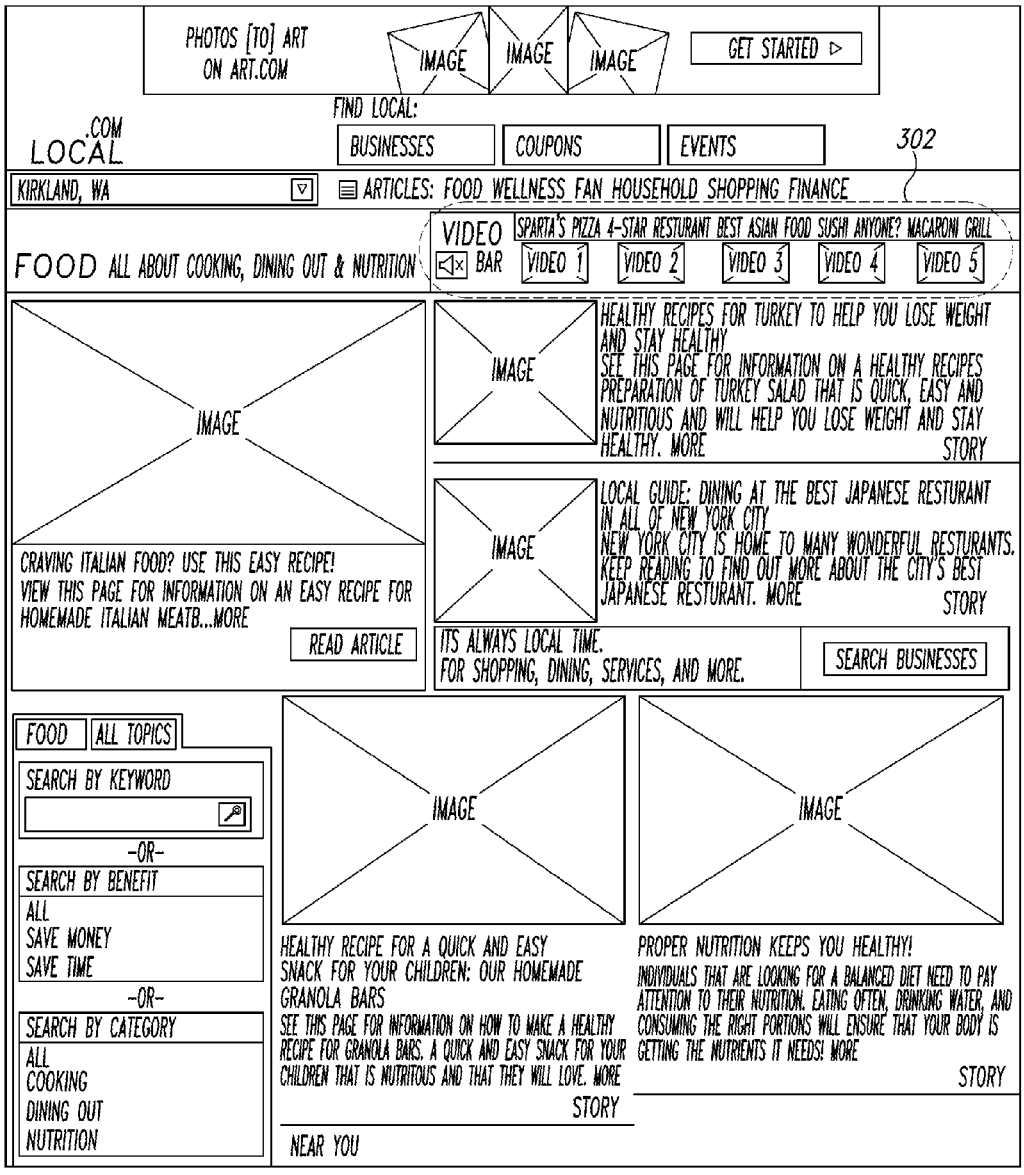
PHOTOS [TO] ART ON ART.COM
IMAGE
IMAGE
IMAGE
GET STARTED
FIND LOCAL:
.COM LOCAL
BUSINESSES
COUPONS
EVENTS
302
KIRKLAND, WA
ARTICLES: FOOD WELLNESS FAN HOUSEHOLD SHOPPING FINANCE
FOOD ALL ABOUT COOKING, DINING OUT & NUTRITION
VIDEO BAR
SPARTA'S PIZZA 4-STAR RESTURANT BEST ASIAN FOOD SUSHI ANYONE? MACARONI GRILL
VIDEO 1
VIDEO 2
VIDEO 3
VIDEO 4
VIDEO 5
IMAGE
CRAVING ITALIAN FOOD? USE THIS EASY RECIPE!
VIEW THIS PAGE FOR INFORMATION ON AN EASY RECIPE FOR HOMEMADE ITALIAN MEATB...MORE
READ ARTICLE
IMAGE
HEALTHY RECIPES FOR TURKEY TO HELP YOU LOSE WEIGHT AND STAY HEALTHY
SEE THIS PAGE FOR INFORMATION ON A HEALTHY RECIPES PREPARATION OF TURKEY SALAD THAT IS QUICK, EASY AND NUTRITIOUS AND WILL HELP YOU LOSE WEIGHT AND STAY HEALTHY. MORE
STORY
IMAGE
LOCAL GUIDE: DINING AT THE BEST JAPANESE RESTURANT IN ALL OF NEW YORK CITY
NEW YORK CITY IS HOME TO MANY WONDERFUL RESTURANTS. KEEP READING TO FIND OUT MORE ABOUT THE CITY'S BEST JAPANESE RESTURANT. MORE
STORY
ITS ALWAYS LOCAL TIME.
FOR SHOPPING, DINING, SERVICES, AND MORE.
SEARCH BUSINESSES
FOOD
ALL TOPICS
SEARCH BY KEYWORD
-OR-
SEARCH BY BENEFIT
ALL
SAVE MONEY
SAVE TIME
-OR-
SEARCH BY CATEGORY
ALL
COOKING
DINING OUT
NUTRITION
IMAGE
HEALTHY RECIPE FOR A QUICK AND EASY SNACK FOR YOUR CHILDREN: OUR HOMEMADE GRANOLA BARS
SEE THIS PAGE FOR INFORMATION ON HOW TO MAKE A HEALTHY RECIPE FOR GRANOLA BARS. A QUICK AND EASY SNACK FOR YOUR CHILDREN THAT IS NUTRITOUS AND THAT THEY WILL LOVE. MORE
STORY
IMAGE
PROPER NUTRITION KEEPS YOU HEALTHY!
INDIVIDUALS THAT ARE LOOKING FOR A BALANCED DIET NEED TO PAY ATTENTION TO THEIR NUTRITION. EATING OFTEN, DRINKING WATER, AND CONSUMING THE RIGHT PORTIONS WILL ENSURE THAT YOUR BODY IS GETTING THE NUTRIENTS IT NEEDS! MORE
STORY
NEAR YOU

FIG. 4

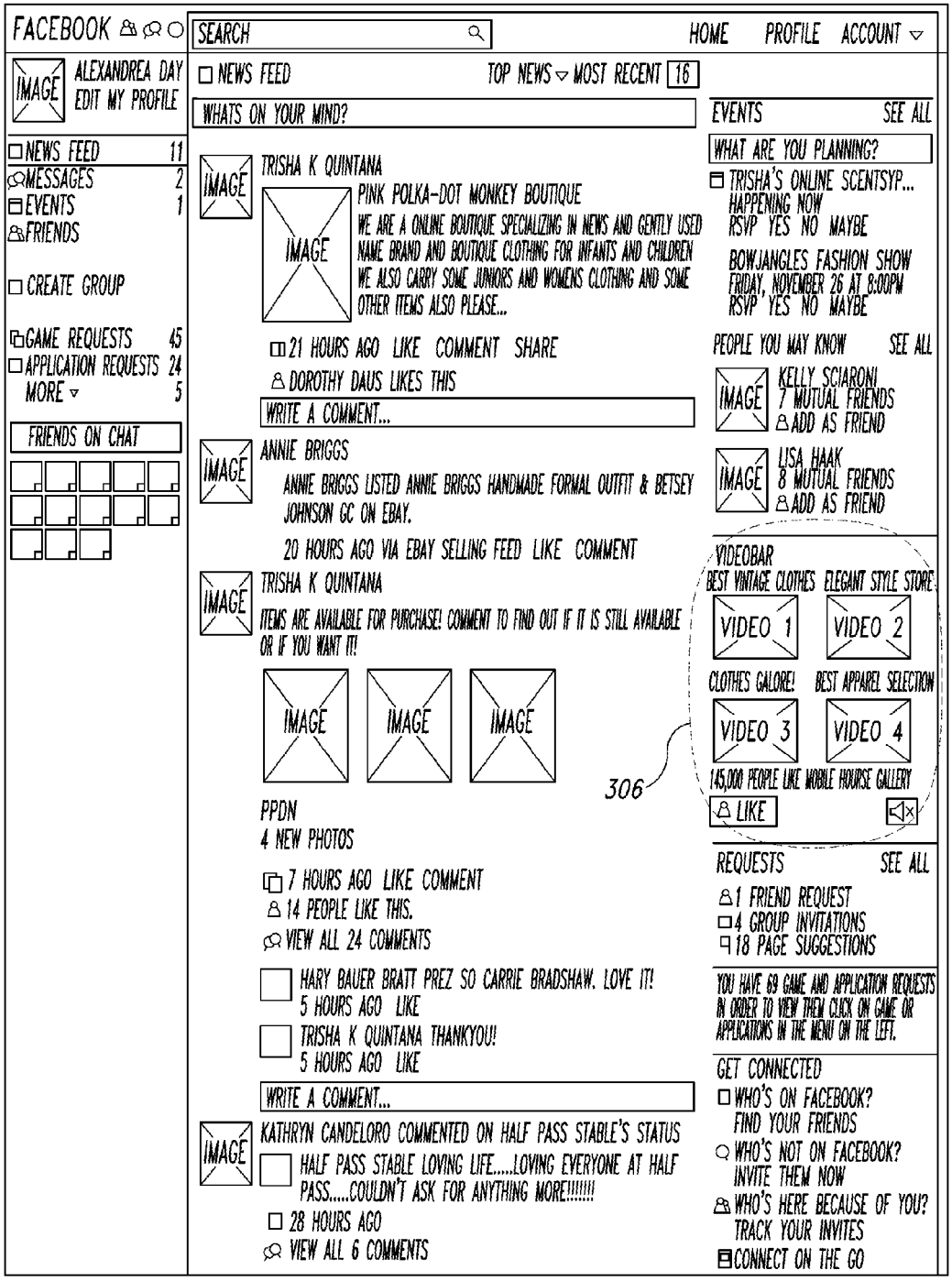
FACEBOOK
SEARCH
HOME
PROFILE
ACCOUNT
IMAGE
ALEXANDREA DAY
EDIT MY PROFILE
NEWS FEED 11
MESSAGES 2
EVENTS 1
FRIENDS
CREATE GROUP
GAME REQUESTS 45
APPLICATION REQUESTS 24
MORE 5
FRIENDS ON CHAT
NEWS FEED
TOP NEWS MOST RECENT 16
WHATS ON YOUR MIND?
TRISHA K QUINTANA
PINK POLKA-DOT MONKEY BOUTIQUE
WE ARE A ONLINE BOUTIQUE SPECIALIZING IN NEWS AND GENTLY USED NAME BRAND AND BOUTIQUE CLOTHING FOR INFANTS AND CHILDREN WE ALSO CARRY SOME JUNIORS AND WOMENS CLOTHING AND SOME OTHER ITEMS ALSO PLEASE...
21 HOURS AGO LIKE COMMENT SHARE
DOROTHY DAUS LIKES THIS
WRITE A COMMENT...
ANNIE BRIGGS
ANNIE BRIGGS LISTED ANNIE BRIGGS HANDMADE FORMAL OUTFIT & BETSEY JOHNSON GC ON EBAY.
20 HOURS AGO VIA EBAY SELLING FEED LIKE COMMENT
TRISHA K QUINTANA
ITEMS ARE AVAILABLE FOR PURCHASE! COMMENT TO FIND OUT IF IT IS STILL AVAILABLE OR IF YOU WANT IT!
306
PPDN
4 NEW PHOTOS
7 HOURS AGO LIKE COMMENT
14 PEOPLE LIKE THIS.
VIEW ALL 24 COMMENTS
HARY BAUER BRATT PREZ SO CARRIE BRADSHAW. LOVE IT!
5 HOURS AGO LIKE
TRISHA K QUINTANA THANKYOU!
5 HOURS AGO LIKE
WRITE A COMMENT...
KATHRYN CANDELORO COMMENTED ON HALF PASS STABLE'S STATUS
HALF PASS STABLE LOVING LIFE.....LOVING EVERYONE AT HALF PASS.....COULDN'T ASK FOR ANYTHING MORE!!!!!!!
28 HOURS AGO
VIEW ALL 6 COMMENTS
EVENTS SEE ALL
WHAT ARE YOU PLANNING?
TRISHA'S ONLINE SCENTSYP...
HAPPENING NOW
RSVP YES NO MAYBE
BOWJANGLES FASHION SHOW
FRIDAY, NOVEMBER 26 AT 8:00PM
RSVP YES NO MAYBE
PEOPLE YOU MAY KNOW SEE ALL
KELLY SCIARONI
7 MUTUAL FRIENDS
ADD AS FRIEND
LISA HAAK
8 MUTUAL FRIENDS
ADD AS FRIEND
VIDEOBAR
BEST VINTAGE CLOTHES
ELEGANT STYLE STORE
VIDEO 1
VIDEO 2
CLOTHES GALORE!
BEST APPAREL SELECTION
VIDEO 3
VIDEO 4
145,000 PEOPLE LIKE MOBILE HOURSE GALLERY
LIKE
REQUESTS SEE ALL
1 FRIEND REQUEST
4 GROUP INVITATIONS
18 PAGE SUGGESTIONS
YOU HAVE 69 GAME AND APPLICATION REQUESTS IN ORDER TO VIEW THEM CLICK ON GAME OR APPLICATIONS IN THE MENU ON THE LEFT.
GET CONNECTED
WHO'S ON FACEBOOK? FIND YOUR FRIENDS
WHO'S NOT ON FACEBOOK? INVITE THEM NOW
WHO'S HERE BECAUSE OF YOU? TRACK YOUR INVITES
CONNECT ON THE GO

FIG. 5

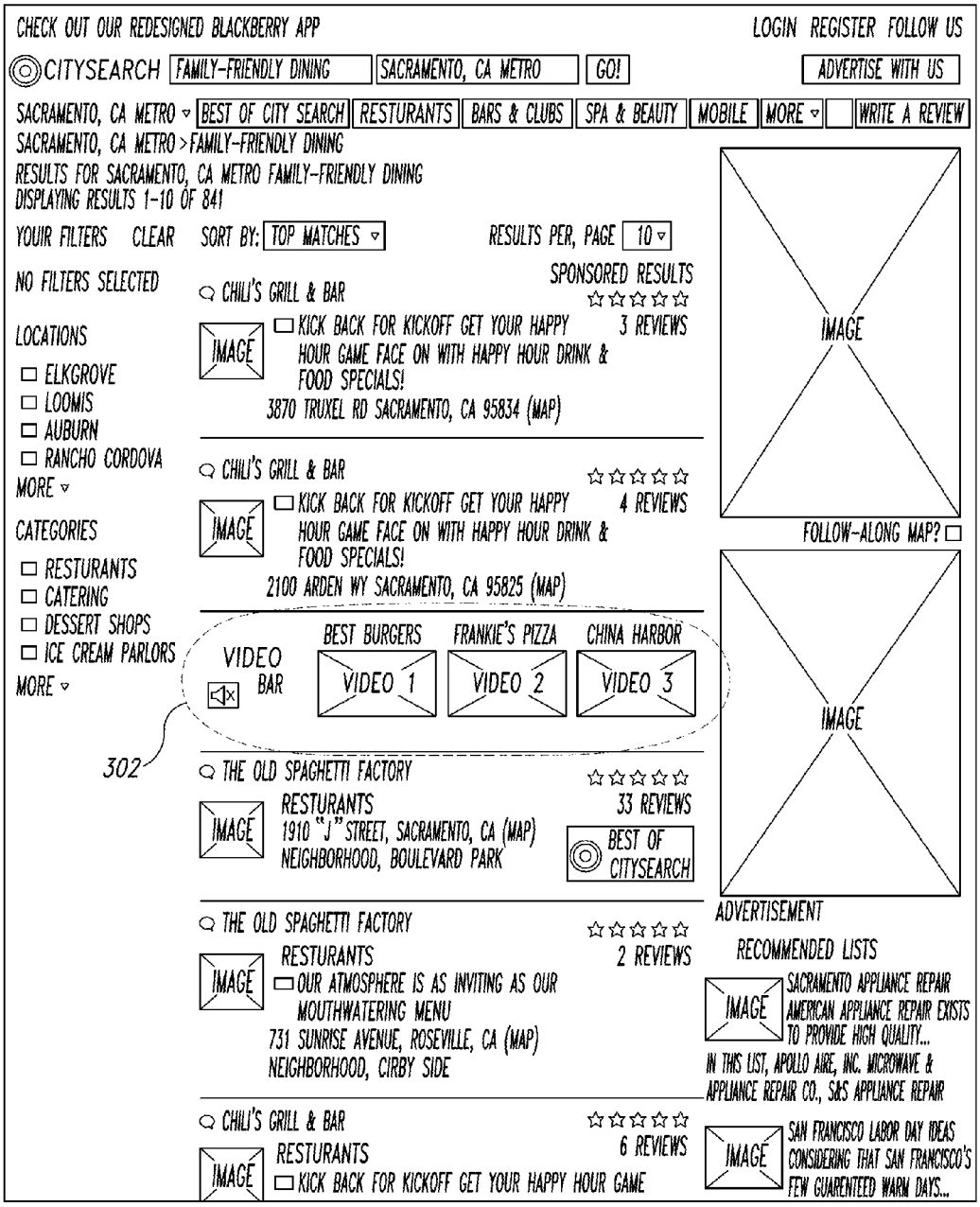
CHECK OUT OUR REDESIGNED BLACKBERRY APP
LOGIN REGISTER FOLLOW US
CITYSEARCH
FAMILY-FRIENDLY DINING
SACRAMENTO, CA METRO
GO!
ADVERTISE WITH US
SACRAMENTO, CA METRO
BEST OF CITY SEARCH
RESTURANTS
BARS & CLUBS
SPA & BEAUTY
MOBILE
MORE
WRITE A REVIEW
SACRAMENTO, CA METRO > FAMILY-FRIENDLY DINING
RESULTS FOR SACRAMENTO, CA METRO FAMILY-FRIENDLY DINING
DISPLAYING RESULTS 1-10 OF 841
YOUR FILTERS CLEAR
SORT BY: TOP MATCHES
RESULTS PER, PAGE 10
NO FILTERS SELECTED
LOCATIONS
ELKGROVE
LOOMIS
AUBURN
RANCHO CORDOVA
MORE
CATEGORIES
RESTURANTS
CATERING
DESSERT SHOPS
ICE CREAM PARLORS
MORE
SPONSORED RESULTS
CHILI'S GRILL & BAR
IMAGE
KICK BACK FOR KICKOFF GET YOUR HAPPY HOUR GAME FACE ON WITH HAPPY HOUR DRINK & FOOD SPECIALS!
3 REVIEWS
3870 TRUXEL RD SACRAMENTO, CA 95834 (MAP)
CHILI'S GRILL & BAR
IMAGE
KICK BACK FOR KICKOFF GET YOUR HAPPY HOUR GAME FACE ON WITH HAPPY HOUR DRINK & FOOD SPECIALS!
4 REVIEWS
2100 ARDEN WY SACRAMENTO, CA 95825 (MAP)
VIDEO BAR
BEST BURGERS
FRANKIE'S PIZZA
CHINA HARBOR
VIDEO 1
VIDEO 2
VIDEO 3
302
THE OLD SPAGHETTI FACTORY
IMAGE
RESTURANTS
1910 "J" STREET, SACRAMENTO, CA (MAP)
NEIGHBORHOOD, BOULEVARD PARK
33 REVIEWS
BEST OF CITYSEARCH
THE OLD SPAGHETTI FACTORY
IMAGE
RESTURANTS
OUR ATMOSPHERE IS AS INVITING AS OUR MOUTHWATERING MENU
731 SUNRISE AVENUE, ROSEVILLE, CA (MAP)
NEIGHBORHOOD, CIRBY SIDE
2 REVIEWS
CHILI'S GRILL & BAR
IMAGE
RESTURANTS
KICK BACK FOR KICKOFF GET YOUR HAPPY HOUR GAME
6 REVIEWS
IMAGE
FOLLOW-ALONG MAP?
IMAGE
ADVERTISEMENT
RECOMMENDED LISTS
IMAGE
SACRAMENTO APPLIANCE REPAIR
AMERICAN APPLIANCE REPAIR EXISTS TO PROVIDE HIGH QUALITY...
IN THIS LIST, APOLLO AIRE, INC. MICROWAVE & APPLIANCE REPAIR CO., S&S APPLIANCE REPAIR
IMAGE
SAN FRANCISCO LABOR DAY IDEAS
CONSIDERING THAT SAN FRANCISCO'S FEW GUARENTEED WARM DAYS...

FIG. 6

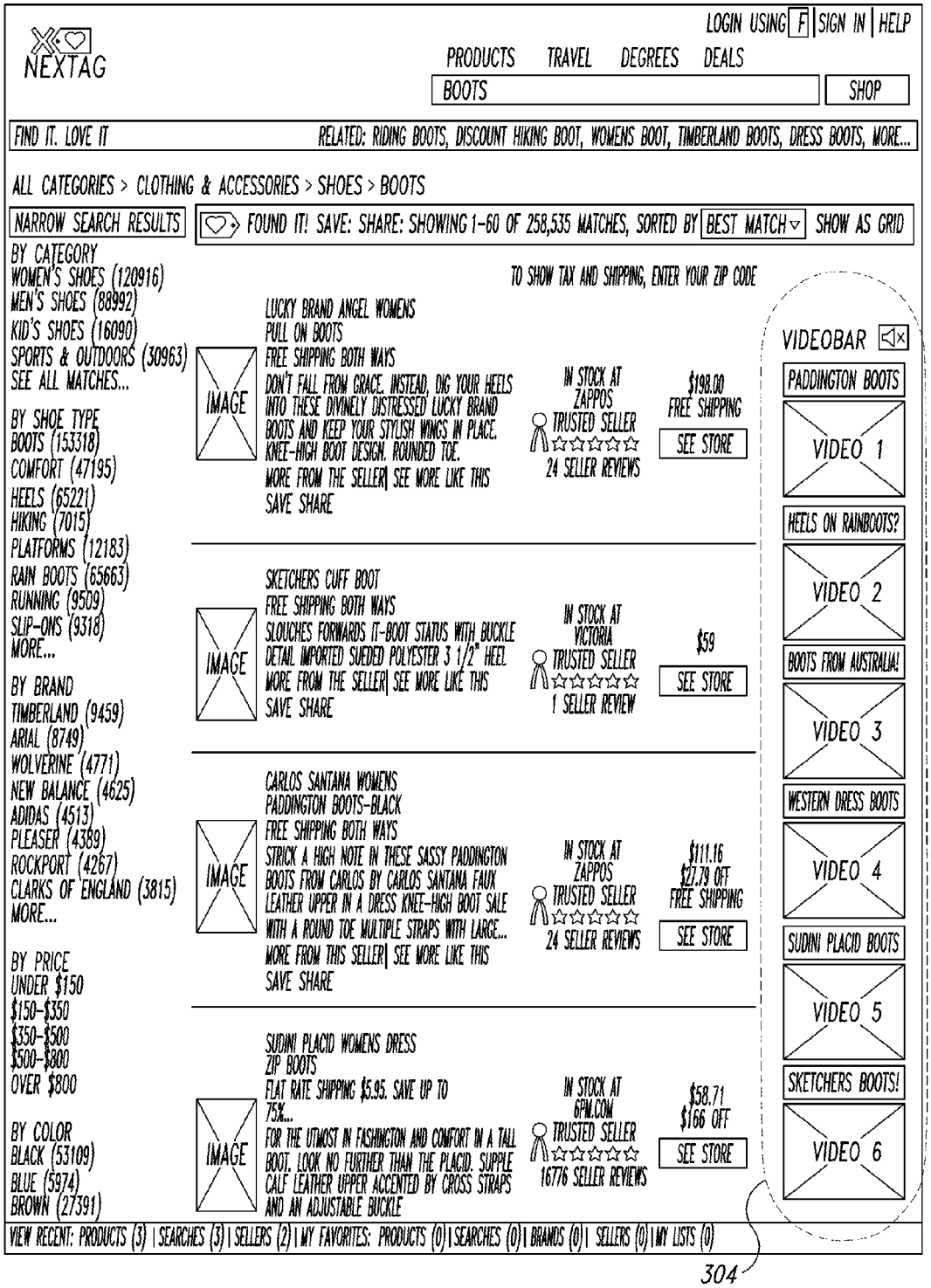
NEXTAG
LOGIN USING F | SIGN IN | HELP
PRODUCTS TRAVEL DEGREES DEALS
BOOTS
SHOP
FIND IT. LOVE IT
RELATED: RIDING BOOTS, DISCOUNT HIKING BOOT, WOMENS BOOT, TIMBERLAND BOOTS, DRESS BOOTS, MORE...
ALL CATEGORIES > CLOTHING & ACCESSORIES > SHOES > BOOTS
NARROW SEARCH RESULTS
FOUND IT! SAVE: SHARE: SHOWING 1-60 OF 258,535 MATCHES, SORTED BY BEST MATCH SHOW AS GRID
BY CATEGORY
WOMEN'S SHOES (120916)
MEN'S SHOES (88992)
KID'S SHOES (16090)
SPORTS & OUTDOORS (30963)
SEE ALL MATCHES...
BY SHOE TYPE
BOOTS (153318)
COMFORT (47195)
HEELS (65221)
HIKING (7015)
PLATFORMS (12183)
RAIN BOOTS (65663)
RUNNING (9509)
SLIP-ONS (9318)
MORE...
BY BRAND
TIMBERLAND (9459)
ARIAL (8749)
WOLVERINE (4771)
NEW BALANCE (4625)
ADIDAS (4513)
PLEASER (4389)
ROCKPORT (4267)
CLARKS OF ENGLAND (3815)
MORE...
BY PRICE
UNDER $150
$150-$350
$350-$500
$500-$800
OVER $800
BY COLOR
BLACK (53109)
BLUE (5974)
BROWN (27391)
TO SHOW TAX AND SHIPPING, ENTER YOUR ZIP CODE
IMAGE
LUCKY BRAND ANGEL WOMENS PULL ON BOOTS
FREE SHIPPING BOTH WAYS
DON'T FALL FROM GRACE. INSTEAD, DIG YOUR HEELS INTO THESE DIVINELY DISTRESSED LUCKY BRAND BOOTS AND KEEP YOUR STYLISH WINGS IN PLACE. KNEE-HIGH BOOT DESIGN. ROUNDED TOE.
MORE FROM THE SELLER| SEE MORE LIKE THIS
SAVE SHARE
IN STOCK AT ZAPPOS
TRUSTED SELLER
24 SELLER REVIEWS
$198.00
FREE SHIPPING
SEE STORE
IMAGE
SKETCHERS CUFF BOOT
FREE SHIPPING BOTH WAYS
SLOUCHES FORWARDS IT-BOOT STATUS WITH BUCKLE DETAIL IMPORTED SUEDED POLYESTER 3 1/2" HEEL
MORE FROM THE SELLER| SEE MORE LIKE THIS
SAVE SHARE
IN STOCK AT VICTORIA
TRUSTED SELLER
1 SELLER REVIEW
$59
SEE STORE
IMAGE
CARLOS SANTANA WOMENS PADDINGTON BOOTS-BLACK
FREE SHIPPING BOTH WAYS
STRICK A HIGH NOTE IN THESE SASSY PADDINGTON BOOTS FROM CARLOS BY CARLOS SANTANA FAUX LEATHER UPPER IN A DRESS KNEE-HIGH BOOT SALE WITH A ROUND TOE MULTIPLE STRAPS WITH LARGE...
MORE FROM THIS SELLER| SEE MORE LIKE THIS
SAVE SHARE
IN STOCK AT ZAPPOS
TRUSTED SELLER
24 SELLER REVIEWS
$111.16
$27.79 OFF
FREE SHIPPING
SEE STORE
IMAGE
SUDINI PLACID WOMENS DRESS ZIP BOOTS
FLAT RATE SHIPPING $5.95. SAVE UP TO 75%...
FOR THE UTMOST IN FASHINGTON AND COMFORT IN A TALL BOOT. LOOK NO FURTHER THAN THE PLACID. SUPPLE CALF LEATHER UPPER ACCENTED BY CROSS STRAPS AND AN ADJUSTABLE BUCKLE
IN STOCK AT 6PM.COM
TRUSTED SELLER
16776 SELLER REVIEWS
$58.71
$166 OFF
SEE STORE
VIDEOBAR
PADDINGTON BOOTS
VIDEO 1
HEELS ON RAINBOOTS?
VIDEO 2
BOOTS FROM AUSTRALIA!
VIDEO 3
WESTERN DRESS BOOTS
VIDEO 4
SUDINI PLACID BOOTS
VIDEO 5
SKETCHERS BOOTS!
VIDEO 6
VIEW RECENT: PRODUCTS (3) | SEARCHES (3) | SELLERS (2) | MY FAVORITES: PRODUCTS (0) | SEARCHES (0) | BRANDS (0) | SELLERS (0) | MY LISTS (0)
304

FIG. 7

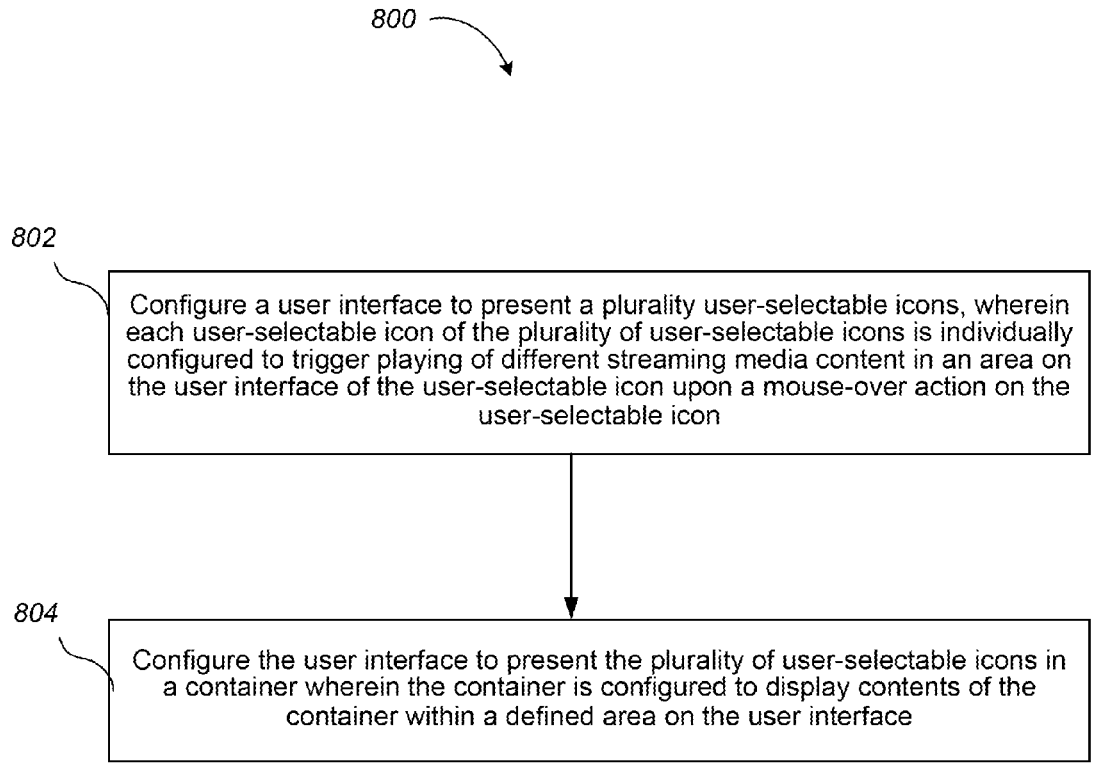
800
802
Configure a user interface to present a plurality user-selectable icons, wherein each user-selectable icon of the plurality of user-selectable icons is individually configured to trigger playing of different streaming media content in an area on the user interface of the user-selectable icon upon a mouse-over action on the user-selectable icon
804
Configure the user interface to present the plurality of user-selectable icons in a container wherein the container is configured to display contents of the container within a defined area on the user interface

Fig. 8

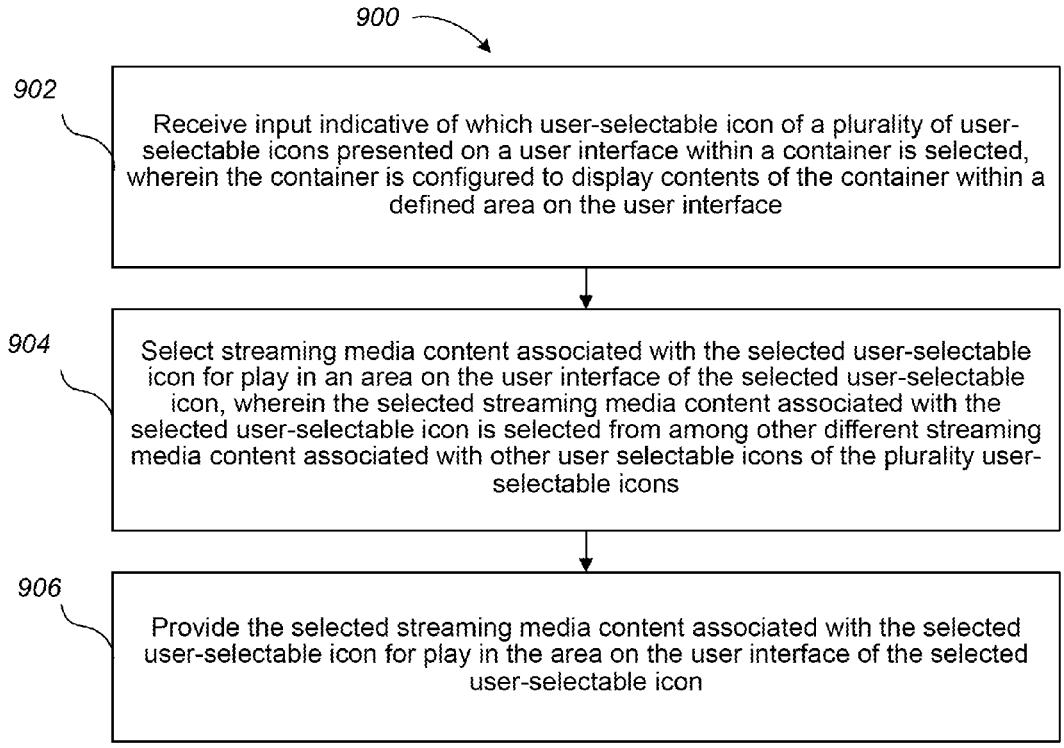
900
902
Receive input indicative of which user-selectable icon of a plurality of user-selectable icons presented on a user interface within a container is selected, wherein the container is configured to display contents of the container within a defined area on the user interface
904
Select streaming media content associated with the selected user-selectable icon for play in an area on the user interface of the selected user-selectable icon, wherein the selected streaming media content associated with the selected user-selectable icon is selected from among other different streaming media content associated with other user selectable icons of the plurality user-selectable icons
906
Provide the selected streaming media content associated with the selected user-selectable icon for play in the area on the user interface of the selected user-selectable icon

Fig. 9

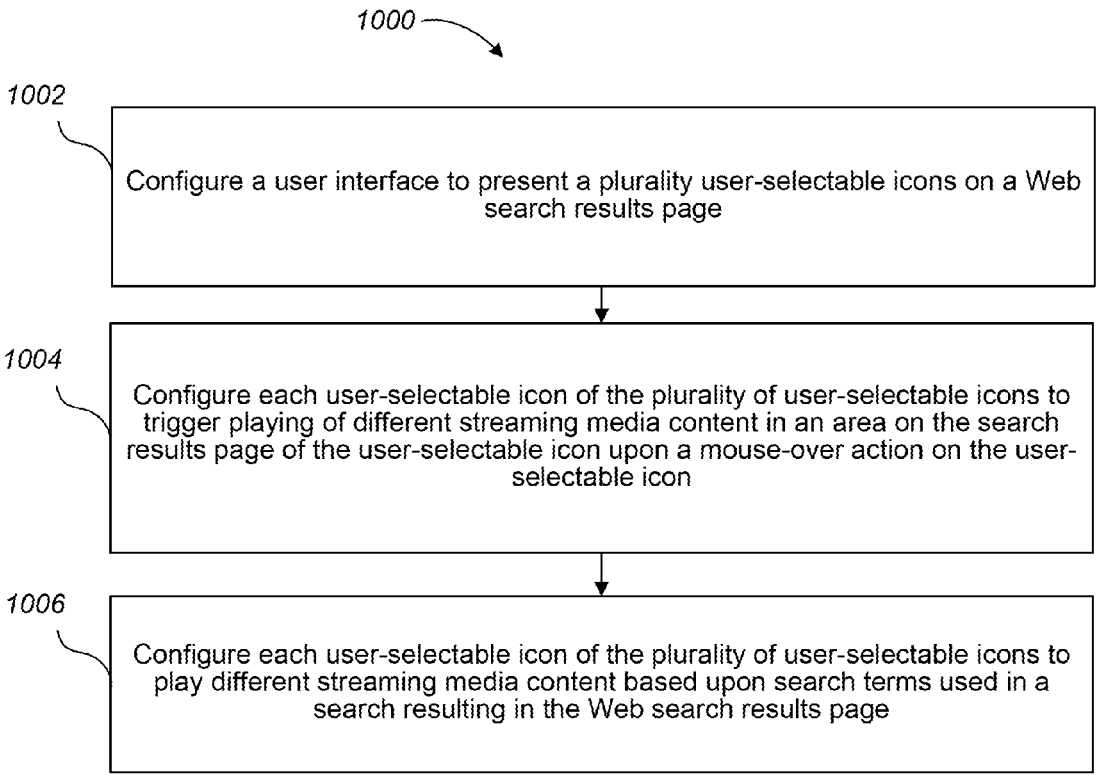
1000
1002
Configure a user interface to present a plurality user-selectable icons on a Web search results page
1004
Configure each user-selectable icon of the plurality of user-selectable icons to trigger playing of different streaming media content in an area on the search results page of the user-selectable icon upon a mouse-over action on the user-selectable icon
1006
Configure each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon search terms used in a search resulting in the Web search results page

Fig. 10

SYSTEMS, DEVICES AND METHODS FOR STREAMING MULTIPLE DIFFERENT MEDIA CONTENT IN A DIGITAL CONTAINER

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit under 35 U.S.C. §119 (e) of U.S. Provisional Patent Application No. 61/572,304, filed on Dec. 2, 2010, which is incorporated herein by reference in its entirety.

BACKGROUND

1. Field

This disclosure generally relates to streaming multimedia content, and particularly streaming multimedia content in digital containers.

2. Description of the Related Art

With the growing popularity of the Internet, there is a rapidly increasing need for effective and efficient media and communications methods for streaming information to users through Internet based Web browsers and other graphical user interfaces of applications having Internet connectivity. Specifically, the need for streaming video content is growing as networks become adapted for high-speed data transfer and electronic devices are engineered for displaying video files through networks. Hence, new approaches to providing streaming media content to Internet users are desirable.

BRIEF SUMMARY

A computer-implemented method may be summarized as including configuring a user interface to present a plurality of user-selectable icons, wherein each user-selectable icon of the plurality of user-selectable icons is individually configured to trigger playing of different streaming media content in an area on the user interface of the user-selectable icon upon a selection of the user-selectable icon; and configuring the user interface to present the plurality of user-selectable icons in a container wherein the container is configured to display contents of the container within a defined area on the user interface. The selection of the user-selectable icon may be a cursor-over action on the user-selectable icon.

The computer-implemented method may further include configuring each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon an Internet protocol address associated with a user that selects the user-selectable icon. The configuring each user-selectable icon of the plurality of user-selectable icons to play different streaming media content may include configuring each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon a location associated with the Internet protocol address. The streaming media content may include at least streaming digital video.

The computer-implemented method may further include configuring at least one user-selectable icon of the plurality of user-selectable icons to play a video preview of a video program upon the cursor-over action on the user-selectable icon; and configuring the at least one user-selectable icon to play the video program upon an additional indication of selection of the at least one user-selectable icon different than the cursor-over action. Additional indication of selection of the at least one user-selectable icon may be a mouse click on the at least one user-selectable icon. The at least one user-selectable icon of the plurality of user-selectable icons may be a still frame of the video program.

The computer-implemented method may further include configuring the at least one user-selectable icon to pause the video preview at a current location in playback upon an ending of the cursor-over action; and configuring the at least one user-selectable icon to continue to play the video preview from the current location in playback upon another cursor-over action on the at least one user-selectable icon. The cursor-over action may be hovering of a cursor over the user-selectable icon. The selection of the user-selectable icon may include touching of a touch screen in an area on the touch screen on which the user-selectable icon is displayed. The container may have a rectangular shape. The user interface may be a Web page.

A system may be summarized as including at least one processor; at least one processor-readable memory that stores instructions executable by the at least one processor to cause the at least one processor to: receive input indicative of which user-selectable icon of a plurality of user-selectable icons presented on a user interface within a container, wherein the container is configured to display contents of the container within a defined area on the user interface; and in response to the received input: select streaming media content associated with the selected user-selectable icon for play in an area on the user interface of the selected user-selectable icon, wherein the selected streaming media content associated with the selected user-selectable icon is selected from among other different streaming media content associated with other user selectable icons of the plurality of user-selectable icons; and provide the selected streaming media content associated with the selected user-selectable icon for play in the area on the user interface of the selected user-selectable icon.

The instructions executable by the at least one processor may further cause the at least one processor to: receive input indicative of an Internet protocol address associated with a user that selected the selected user-selectable icon, and wherein the selection of streaming media content associated with the selected user-selectable icon is based at least in part on the received input indicative of an Internet protocol address. The selection of streaming media content associated with the selected user-selectable icon may be based at least in part on a location associated with the Internet protocol address.

The user interface may be a Web page and the instructions executable by the at least one processor may further cause the at least one processor to: receive input indicative of a specific product or service associated with the container; receive input indicative of selection of another selected one of the plurality of user-selectable icons; select other different streaming media content associated with the other selected one of the plurality of user-selectable icons from among the other different streaming media content associated with other user selectable icons of the plurality of user-selectable icons based on the product or service associated with the container regardless of the location associated with the Internet protocol address; and provide the selected streaming media content associated with the other selected one of the plurality of user-selectable icons for play in the area on the user interface of the other selected one of the plurality of user-selectable icons. The selected streaming media content associated with the selected user-selectable icon may be streaming digital video associated with a local retailer of the product or local agent of the service associated with the location associated with the Internet protocol address, and wherein the selected other different streaming media content selected based on the

product or service associated with the container regardless of the location associated with the Internet protocol address may be streaming digital video associated with a brand of the product or service.

The instructions executable by the at least one processor may further cause the at least one processor to: receive input indicative of user preference information of a specific user associated with the selected user-selectable icon, and wherein the selection of the streaming media content associated with the selected user-selectable icon is based at least in part on the received input indicative of the user preference information. The instructions executable by the at least one processor may cause the at least one processor to provide the selected streaming media content over a network for display on a device on which the user interface is displayed.

A non-transitory computer-readable medium that may store instructions that when executed by at least one computer system may cause the at least one computer system to perform: configuring a user interface to present a plurality of user-selectable icons on a Web search results page; configuring each user-selectable icon of the plurality of user-selectable icons to trigger playing of different streaming media content in an area on the search results page of the user-selectable icon upon a cursor-over action on the user-selectable icon; and configuring each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon search terms used in a search resulting in the Web search results page.

The instructions may further cause the at least one computer system to perform: configuring the user interface to present the plurality of user-selectable icons in a container wherein the container is configured to display contents of the container within a defined area on the user interface.

The instructions may further cause the at least one computer system to perform: configuring each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon one or more of: user preferences of a user that performed the search, an Internet protocol address associated with a user that performed the search, a location of the container on the Web search results page, a current date, a current time, previous streaming media played as a result of selection of one or more of the plurality of user-selectable icons, a number of times streaming media has been previously played as a result of selection of one or more of the plurality of user-selectable icons, a product or service associated with the container, a category associated with the container, input indicating revenue received for a playing of particular streaming media, a daily promotion associated with an advertiser associated with the container, an advertising campaign associated with an advertiser associated with the container, feedback received from a user that performed the search, interactions of a user with the search results, and account settings of a user that performed the search. Streaming media content may include streaming digital video and wherein each user-selectable icon of the plurality of user-selectable icons is a frame of a different digital video associated with the user-selectable icon and wherein the configuring each user-selectable icon of the plurality of user-selectable icons to trigger playing of different streaming media content includes playing the different streaming media content in the area on the search results page of the user-selectable icon upon the cursor-over action on the user-selectable icon using a digital video frame size for playing the streaming media content that is larger than a frame size of the user-selectable icon.

A computer-implemented method may be summarized as including configuring a user interface to present at least one user-selectable icon; triggering playing of streaming media content in an area on the user interface of the at least one user-selectable icon upon a cursor-over action on the one user-selectable icon; and configuring the user interface to present the at least one user-selectable icon in a container, wherein the container is configured to display contents of the container within a defined area on the user interface.

The triggering playing may further include sending a request to a server for streaming media content associated with the at least one user-selectable icon upon a cursor-over action on the one user-selectable icon; and in response to the request, playing received streaming media content in an area on the user interface of the at least one user-selectable icon. The triggering playing may include, in response to the request, playing embedded media content previously saved on a local memory of a device on which the user interface is displayed in an area on the user interface of the at least one user-selectable icon. The streaming media content may include at least streaming digital video.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

In the drawings, identical reference numbers identify similar elements or acts. The sizes and relative positions of elements in the drawings are not necessarily drawn to scale. For example, the shapes of various elements and angles are not drawn to scale, and some of these elements are arbitrarily enlarged and positioned to improve drawing legibility. Further, the particular shapes of the elements as drawn, are not intended to convey any information regarding the actual shape of the particular elements, and have been solely selected for ease of recognition in the drawings.

FIG. **1** is a schematic diagram of a networked environment, including a number of servers and a number of clients communicatively coupled to the servers by one or more networks, of which systems, devices and methods for streaming multiple different media content in a digital container may be a part, or in which they may be implemented, according to one illustrated embodiment.

FIG. **2** is a schematic diagram of an electronic commerce environment having a streaming media and advertisement (ad) server computer system, a Web server computer system, and example client computer systems, according to one illustrated embodiment.

FIGS. **3**A-**3**C are diagrams of streaming media containers of various example configurations, according to different illustrated embodiments.

FIG. **4** is a diagram of a streaming media container such as that shown in FIG. **3**A integrated into an example Web page, according to one illustrated embodiment.

FIG. **5** is a diagram of a streaming media container such as that shown in FIG. **3**C integrated into an example Web page, according to one illustrated embodiment.

FIG. **6** is a diagram of a streaming media container such as that shown in FIG. **3**A integrated into a different position in an example Web page, according to one illustrated embodiment.

FIG. **7** is a diagram of a streaming media container such as that shown in FIG. **3**B integrated into an example Web page, according to one illustrated embodiment.

FIG. **8** is a flow diagram showing a method of configuring a user interface to stream multiple different media content upon a selection of an icon in a digital container, according to one illustrated embodiment.

FIG. **9** is a flow diagram showing a method of providing selected streaming media based on selected icons in a digital container, according to one illustrated embodiment.

FIG. **10** is a flow diagram showing a method of providing selected streaming media based on selected icons and search terms used in a search, according to one illustrated embodiment.

DETAILED DESCRIPTION

In the following description, certain specific details are set forth in order to provide a thorough understanding of various disclosed embodiments. However, one skilled in the relevant art will recognize that embodiments may be practiced without one or more of these specific details, or with other methods, components, materials, etc. In other instances, well-known structures associated with computing systems including client and server computing systems, as well as networks have not been shown or described in detail to avoid unnecessarily obscuring descriptions of the embodiments.

Unless the context requires otherwise, throughout the specification and claims which follow, the word "comprise" and variations thereof, such as, "comprises" and "comprising" are to be construed in an open, inclusive sense, that is, as "including, but not limited to."

Reference throughout this specification to "one embodiment" or "an embodiment" means that a particular feature, structure or characteristic described in connection with the embodiment is included in at least one embodiment. Thus, the appearances of the phrases "in one embodiment" or "in an embodiment" in various places throughout this specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures, or characteristics may be combined in any suitable manner in one or more embodiments.

As used in this specification and the appended claims, the singular forms "a," "an," and "the" include plural referents unless the content clearly dictates otherwise. It should also be noted that the term "or" is generally employed in its sense including "and/or" unless the content clearly dictates otherwise.

The headings and Abstract of the Disclosure provided herein are for convenience only and do not interpret the scope or meaning of the embodiments.

FIG. **1** shows a networked environment **100**, including a number of servers and a number of clients communicatively coupled to the servers by one or more networks, of which systems, devices and methods for streaming multiple different media content in a digital container may be a part, or in which they may be implemented, according to one illustrated embodiment. "Streaming media" as used herein includes digital media (audio, video, images, etc.) that is constantly or substantially constantly received by and presented to an end-user while being delivered by a streaming provider, but is not ultimately downloaded to a physical drive on the end user's device, and may in some embodiments also include "progressive downloading" wherein the digital media file is ultimately downloaded to a physical drive on the end user's device and the end user may begin playback of the media before the download is complete and/or live streaming. "Streaming" as used herein includes the act of sending or receiving "streaming media" as described above.

The network environment **100** includes a number of server computing systems **102***a*-**102***n* (collectively **102**). The server computing systems **102** include processors that execute server instructions (i.e., server software) stored on computer-readable storage media to provide server functions in the network environment **100**. For example, the server computing systems **102** may serve files and stream multimedia content, including, but not limited to, Web pages, advertisements, digital video and audio, images, etc., stored in one or more databases or other computer-readable storage media **104***a*-**104***n* (collectively **104**).

The network environment **100** includes a number of client computing systems **106***a*-**106***n* (collectively **106**) selectively communicatively coupled to one or more of the server computing systems **102** via one or more communications networks **108**. The client computing systems **106** include one or more processors that execute one or more sets of communications instructions (e.g., browser instructions and streaming media players) stored on any of a variety of non-transitory computer-readable storage media **110** (only one illustrated in FIG. **1**). The client computing systems **106** may take a variety of forms, for instance desktop, laptop or notebook personal computers, tablet computers, workstations, mini-computers, mainframe computers, or other computational devices with microprocessors or microcontrollers which are capable of networked communications. The client computing systems **106** may be communicatively coupled to the rest of the network **108** via wired, wireless or a combination of wired and wireless communications channels.

The network environment **100** includes a number of telecommunications devices **111** (only one illustrated). Such telecommunications devices **111** may, for example, take the form of Internet or Web enabled cellular phones (e.g., iPHONE®). The network environment **100** also includes a number of personal digital assistant (PDA) devices **112** (only one illustrated). Such PDA devices **112** may, for example, take the form of Internet or Web enabled PDAs or tablet computers (e.g., iPHONE®, iPAD®, TREO®, BLACKBERRY®), which may, for example, execute a set of browser instructions or program. The network environment **100** may include any number of a large variety of other devices that are capable of some type of networked communications. The telecommunications devices **110**, PDA devices **112**, as well as any other devices, may be communicatively coupled to the rest of the network **108** via wired, wireless or a combination of wired and wireless communications channels.

The one or more communications networks **108** may take a variety of forms. For instance, the communications networks **108** may include wired, wireless, optical, or a combination of wired, wireless and/or optical communications links. The one or more communications networks **108** may include public networks, private networks, unsecured networks, secured networks or combinations thereof. The one or more communications networks **108** may employ any one or more communications protocols, for example TCP/IP protocol, UDP protocols, IEEE 802.11 protocol, real-time transfer protocol (RTP), real-time streaming protocol (RTSP), real-time transport control protocol (RTCP) as well as other telecommunications or computer networking protocols. The one or more communications networks **108** may include what are traditionally referred to as computing networks and/or what are traditionally referred to as telecommunications networks or combinations thereof. In at least one embodiment, the one or more communications networks **108** includes the Internet, and in particular, the Worldwide Web or (referred to herein as "the Web"). Consequently, in at least one embodiment, one or more of the server computing systems **102** execute server software to serve HTML source files or Web pages and/or streaming media content **114***a*-**114***d* (collectively **114**), and one or more client computing systems **106**, telecommunications devices **110** and/or PDAs **112** execute browser software to request and display HTML source files or Web pages **114** including streaming media content.

The network environment **100** includes an interactive system for streaming multiple different media content in a digital

container or media container. A digital container (also referred to as a wrapper) is a meta-file format whose specification describes how different data elements and metadata coexist in a computer file. The digital container may be used to identify and interleave different data types. Many digital containers support multiple audio and video streams, subtitles, chapter information, and metadata (tags) along with the synchronization information needed to play back the various streams together. For example, the digital container file header, most of the metadata and the synchronization chunks are specified by the digital container format. In one example embodiment, the digital container may be an Adobe Flash Video container for video and/or audio from Adobe Systems. The digital container holds a single or multiple assets (i.e., media files and/or links) including media files in various formats such as Joint Picture Expert JPEG format and Adobe FLV and F4V formats, and is then wrapped again in an Adobe Flash SWF file. The Adobe SWF file can contain animations or applets of varying degrees of interactivity and function. Originally, the term SWF was used as an abbreviation for ShockWave Flash. This usage was changed to Small Web Format to eliminate confusion with a different technology, Shockwave, from which SWF was derived. However, other such digital container formats may be used.

The digital container may be configured such that its contents are configured to be displayed on a user interface (e.g., in an advertising unit space on a Web page or in another defined area on a Web page). The interactive system for streaming multiple different media content in a digital container may include one or more server computing systems **102**, databases **104** and one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112**.

The one or more server computing systems **102** execute instructions stored on non-transitory computer-readable storage media that cause the server computing systems **102** to provide streaming of multiple different media content in a digital container displayed on one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112**, and provide communications during or in connection with such services to and between one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112**. For instance, one or more server computing systems **102** may provide streaming media content to one or more client systems **106** to be displayed within a Web page at the request over the Web by the one or more server computing systems **102** or by one or more client systems **106**.

The instructions may also cause the one or more server computing systems **102** to select particular streaming media content to provide to one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112** based on particular criteria such as, for example, an IP address or location of the one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112**.

Although not required, the embodiments will be described in the general context of computer-executable instructions, such as program application engines, objects, or macros stored on computer- or processor-readable storage media and executed by a computer or processor. Those skilled in the relevant art will appreciate that the illustrated embodiments as well as other embodiments can be practiced with other affiliated system configurations and/or other computing system configurations, including hand-held devices, multiprocessor systems, microprocessor-based or programmable consumer electronics, personal computers ("PCs"), network PCs, mini-computers, mainframe computers, and the like. The embodiments can be practiced in distributed computing environments where tasks or acts are performed by remote processing devices, which are linked through a communications network. In a distributed computing environment, program engines may be located in both local and remote memory storage devices.

FIG. **2** shows an electronic commerce environment **200** comprising a streaming media and ad server computer system **102**, a Web server computer system **262**, example client A computer system **264** and example client B computer system **266**, communicatively coupled by one or more communications channels, for example one or more local area networks (LANs) **208** or wide area networks (WANs) **210** that may be part of or connect to network **108**. For example, the server computing systems **102** of FIG. **1** may include the streaming media and ad server computer system **102** and the Web server computer system **262**. Likewise, the number of client computing systems **106***a*-**106***n* (collectively **106**), one or more client systems **106**, telecommunications devices **111**, and/or PDA devices **112** of FIG. **1** may include the example client A computer system **264** and example client B computer system **266**.

The Web server computer system **262** may include those computer systems that host and serve various Web pages and Web sites, including those of publishers, advertisers, companies and individuals. The example client A computer system **264** and example client B computer system **266** may include any user computer system having a Web browser on which Web sites, Web pages and/or Web applications are displayed. Such Web sites, Web pages and/or Web applications may include those hosted and/or served by Web server computer system **262**. Streaming media and ad server computer system **102** may include those computer systems that store and/or serve multimedia content (e.g., digital audio, video and images) to be displayed within Web pages or within interfaces of other applications, including those various Web pages and Web sites of publishers, advertisers, companies and individuals hosted and/or served by the Web server computer system **262** or other computer systems accessible via one or more local area networks (LANs) **208** or wide area networks (WANs) **210** that may be part of network **108**.

The streaming media and ad server computer system **202** will at times be referred to in the singular herein, but this is not intended to limit the embodiments to a single device since, in typical embodiments, there may be more than one streaming media and ad server computer system or devices involved, or there may be multiple different computing systems that each store and/or serve different items (e.g., an ad server separate from a streaming media server, etc.) Unless described otherwise, the construction and operation of the various blocks shown in FIG. **2** are of conventional design. As a result, such blocks need not be described in further detail herein, as they will be understood by those skilled in the relevant art.

The streaming media and ad server computer system **202** may include one or more processing units **212***a*, **212***b* (collectively **212**), a system memory **214** and a system bus **216** that couples various system components including the system memory **214** to the processing units **212**. The processing units **212** may be any logic processing unit, such as one or more central processing units (CPUs) **212***a*, digital signal processors (DSPs) **212***b*, application-specific integrated circuits (ASICs), field programmable gate arrays (FPGAs), etc. The system bus **216** can employ any known bus structures or architectures, including a memory bus with memory controller, a peripheral bus, and a local bus. The system memory **214** includes read-only memory ("ROM") **218** and random access memory ("RAM") **220**. A basic input/output system ("BIOS") **222**, which can form part of the ROM **218**, contains basic routines that help transfer information between ele-

ments within the streaming media and ad server computer system **202**, such as during start-up.

The streaming media and ad server computer system **202** may include a hard disk drive **224** for reading from and writing to a hard disk **226**, an optical disk drive **228** for reading from and writing to removable optical disks **232**, and/or a magnetic disk drive **230** for reading from and writing to magnetic disks **234**. The optical disk **232** can be a digital video discs ("DVD"), while the magnetic disk **234** can be a magnetic floppy disk or diskette. The hard disk drive **224**, optical disk drive **228** and magnetic disk drive **230** may communicate with the processing unit **212** via the system bus **216**. The hard disk drive **224**, optical disk drive **228** and magnetic disk drive **230** may include interfaces or controllers (not shown) coupled between such drives and the system bus **216**, as is known by those skilled in the relevant art. The drives **224**, **228** and **230**, and their associated computer-readable storage media **226**, **232**, **234**, may provide nonvolatile and non-transitory storage of computer readable instructions, data structures, program engines and other data for the streaming media and ad server computer system **202**. Although the depicted streaming media and ad server computer system **202** is illustrated employing a hard disk **224**, optical disk **228** and magnetic disk **230**, those skilled in the relevant art will appreciate that other types of computer-readable storage media that can store data accessible by a computer may be employed, such as magnetic cassettes, flash memory, compact discs ("CD"), Bernoulli cartridges, RAMs, ROMs, smart cards, solid state drives, etc.

The streaming media and ad server computer system **202** may include a network interface **260** operably coupled to the system bus **216**. The network interface **260** may, for example, include one or more modems **252** and/or one or more Ethernet cards or other types of communications cards or components **254** for enabling communications via one or more local area networks (LANs) **208** or wide area networks (WANs) **210**.

Program engines can be stored in the system memory **214**, such as an operating system **236**, one or more application programs **238**, other programs or engines **240** and program data **242**. Application programs **238** and video conversion and steaming modules **240** may include instructions that cause the processor(s) **212** to convert various media files to desired formats and automatically provide streaming media content to and between one or more Web server computer systems **262**, client A computer system **264**, and/or client B computer system **266**. Application programs **238** and video conversion and steaming modules **240** may include computer executable instructions and functionality to provide such streaming content services including, but not limited to, those of Macromedia Communication Server, Apple Quicktime Streaming Server, Helix Universal Server, etc., (available from Adobe, Apple, and RealNetworks, respectively) and provide streaming media content in one or more various streaming media formats, including, but not limited to, Windows Media, Real Media, Quicktime, MPEG-4 and Flash. Application programs **238** and video conversion and steaming modules **240** may include computer executable instructions and functionality to deliver such streaming media content over the LAN **208** or WAN **210** using one or more, or a combination of one or more network protocols including, but not limited to, hypertext transfer protocol (HTTP), TCP/IP protocol, UDP protocols, IEEE 802.11 protocol, real-time transfer protocol (RTP), real-time streaming protocol (RTSP), real-time transport control protocol (RTCP), as well as other telecommunications or computer networking protocols.

Application programs **238** and video conversion and steaming modules **240** may also include instructions for handling security such as password or other access protection and communications encryption and also enable access and exchange data with sources such as corporate intranets, extranets, or other networks as described below, as well as other server applications on server computing systems such as those discussed further below. The system memory **214** may also include analytics modules or programs, for example analytics module **244**, for configured to analyze user behavior and interactions with Web sites and Web pages on which the streaming media content is provided and with which users of client A computer system and client B computer system interact.

While shown in FIG. **2** as being stored in the system memory **214**, the operating system **236**, application programs **238**, video conversion and streaming modules **240**, program data **242** and analytics modules **244** can be stored on the hard disk **226** of the hard disk drive **224**, the optical disk **232** of the optical disk drive **228** and/or the magnetic disk **234** of the magnetic disk drive **230**.

An operator can enter commands and information into the streaming media and ad server computer system **202** through input devices such as a touch screen or keyboard **246** and/or a pointing device such as a mouse **248**, and/or via a graphical user interface. Other input devices can include a microphone, joystick, game pad, tablet, scanner, etc. These and other input devices are connected to one or more of the processing units **212** through an interface **250** such as a serial port interface that couples to the system bus **216**, although other interfaces such as a parallel port, a game port or a wireless interface or a universal serial bus ("USB") can be used. A monitor **252** or other display device is coupled to the system bus **216** via a video interface **254**, such as a video adapter. The streaming media and ad server computer system **202** can include other output devices, such as speakers, printers, etc.

The streaming media and ad server computer system **202** can operate in a networked environment using logical connections to one or more remote computers and/or devices as described above with reference to FIG. **1**. For example, the streaming media and ad server computer system **202** can operate in a networked environment using logical connections to one or more Web server computer systems **262**, client A computer system **264** and/or client B computer system **266**. Communications may be via a wired and/or wireless network architecture, for instance wired and wireless enterprise-wide computer networks, intranets, extranets, and the Internet. Other embodiments may include other types of communications networks including telecommunications networks, cellular networks, paging networks, and other mobile networks.

The Web server computer system **262** may take the form of a conventional mainframe computer, mini-computer, workstation computer, personal computer (desktop or laptop). The Web server computer system **262** may include a processing unit **268**, a system memory **269** and a system bus (not shown) that couples various system components including the system memory **269** to the processing unit **268**. The Web server computer system **262** will at times be referred to in the singular herein, but this is not intended to limit the embodiments to a single Web server computer system **262** since in typical embodiments, there may be more than one Web server computer system **262** or other device involved. Non-limiting examples of commercially available computer systems include, but are not limited to, an 80×86 or Pentium series microprocessor from Intel Corporation, U.S.A., a PowerPC microprocessor from IBM, a Sparc microprocessor from Sun Microsystems, Inc., a PA-RISC series microprocessor from Hewlett-Packard Company, or a 68xxx series microprocessor from Motorola Corporation.

The processing unit **268** may be any logic processing unit, such as one or more central processing units (CPUs), digital signal processors (DSPs), application-specific integrated circuits (ASICs), field programmable gate arrays (FPGAs), etc. Unless described otherwise, the construction and operation of the various blocks of the Web server computer system **262** shown in FIG. **2** are of conventional design. As a result, such blocks need not be described in further detail herein, as they will be understood by those skilled in the relevant art.

The system bus can employ any known bus structures or architectures, including a memory bus with memory controller, a peripheral bus, and a local bus. The system memory **269** includes read-only memory ("ROM") **270** and random access memory ("RAM") **272**. A basic input/output system ("BIOS") **271**, which can form part of the ROM **270**, contains basic routines that help transfer information between elements within the peripheral computing system **114**, such as during start-up.

The Web server computer system **262** may also include one or more media drives **273** (e.g., a hard disk drive, magnetic disk drive, and/or optical disk drive) for reading from and writing to computer-readable storage media **274** (e.g., hard disk, optical disks, and/or magnetic disks). The computer-readable storage media **274** may, for example, take the form of removable media. For example, hard disks may take the form of Winchester drives, optical disks can take the form of DVDs, while magnetic disks can take the form of magnetic floppy disks or diskettes. The media drive(s) **273** communicate with the processing unit **268** via one or more system buses. The media drives **273** may include interfaces or controllers (not shown) coupled between such drives and the system bus, as is known by those skilled in the relevant art. The media drives **273**, and their associated computer-readable storage media **274**, provide nonvolatile storage of computer readable instructions, data structures, program engines and other data for the Web server computer system **262**. Although described as employing computer-readable storage media **274** such as hard disks, optical disks and magnetic disks, those skilled in the relevant art will appreciate that Web server computer system **262** may employ other types of computer-readable storage media that can store data accessible by a computer, such as magnetic cassettes, flash memory cards, compact discs ("CD"), Bernoulli cartridges, RAMs, ROMs, smart cards, solid state drives, etc.

Program engines, such as an operating system, one or more application programs, other programs or engines and program data, can be stored in the system memory **269**. Program engines may include instructions for handling security such as password or other access protection and communications encryption. The system memory **269** may also include communications and server programs, for example a Web server that permits the Web server computer system **262** to host and serve Web sites, Web pages and Web applications and also access and exchange data with sources such as corporate intranets, extranets, or other networks as described below, as well as other server applications on server computing systems such as those discussed further below.

While described as being stored in the system memory **269**, the operating system, application programs, other programs/engines, program data and/or browser can be stored on the computer-readable storage media **274** of the media drive(s) **273**. An operator can enter commands and information into the Web server computer system **262** via a user interface **275** through input devices such as a touch screen or keyboard **276** and/or a pointing device **277** such as a mouse. Other input devices can include a microphone, joystick, game pad, tablet, scanner, etc. These and other input devices are connected to the processing unit **269** through an interface such as a serial port interface that couples to the system bus, although other interfaces such as a parallel port, a game port or a wireless interface or a universal serial bus ("USB") can be used. A display or monitor **278** may be coupled to the system bus via a video interface, such as a video adapter. The Web server computer system **262** can include other output devices, such as speakers, printers, etc.

The Web server computer system **262** includes instructions stored in non-transitory computer-readable storage media that cause the processor(s) of the Web server computer system **262** to host Web sites, Web pages and/or Web applications and serve Web pages and/or Web applications in response to requests from various clients over the LAN **208** or WAN **210**, including requests from client A computer system **264** and client B computer system **266**. The Web server computer system **262** includes instructions stored in non-transitory computer-readable storage media that cause the processor(s) of the Web server computer system **262** to request ads and/or streaming media from streaming media and ad server computer system **202** and include (directly or indirectly) such content within the Web pages and/or Web applications in response to requests (e.g., HTTP requests) from various clients over the LAN **208** or WAN **210** for such Web pages and/or Web applications.

The client A computer system **264** may have identical or similar components to the previously described computer systems, for example a processing subsystem **280** including one or more non-transitory processor and computer-readable memories, a media subsystem including one or more drives and computer-readable storage media, and one or more user interface subsystems **282** including one or more keyboards, keypads, displays, pointing devices, graphical interfaces and/or printers.

The client A computer system **264** includes program instructions stored in non-transitory computer-readable storage media such as those program instructions of a Web browser **284** configured to play streaming audio or video. The browser **284** in the depicted embodiment is markup language based, such as Hypertext Markup Language (HTML), Extensible Markup Language (XML) or Wireless Markup Language (WML), and operates with markup languages that use syntactically delimited characters added to the data of a document to represent the structure of the document. The browser **284** may include functionality such as a plug-in or other feature to play streaming media content included in such documents including, but not limited to, content received directly or indirectly from streaming media and ad server computer system **202** and/or Web server computer system **262** in one or more various formats, including, but not limited to, Windows Media, Real Media, Quicktime, MPEG-4 and Flash. Streaming media and ad server computer system **202** may be configured to provide such streaming content services including, but not limited to, those of Macromedia Communication Server, Apple Quicktime Streaming Server, Helix Universal Server, etc., available from Adobe, Apple, and RealNetworks, respectively. The browser **284** may include functionality to receive such streaming media content over the LAN **208** or WAN **210** using one or more, or a combination of one or more network protocols including, but not limited to, hypertext transfer protocol (HTTP), TCP/IP protocol, UDP protocols, IEEE 802.11 protocol, real-time transfer protocol (RTP), real-time streaming protocol (RTSP), real-time transport control protocol (RTCP), as well as other telecommunications or computer networking protocols. A number of Web clients or browsers are commercially available such as those from Mozilla, Google and Microsoft.

The client B computer system **266** may have identical or similar components to the previously described computer systems, for example a processing subsystem **286** including one or more non-transitory processor and computer-readable memories, a media subsystem **288** including one or more drives and computer-readable storage media, and one or more user interface subsystems **290** including one or more keyboards, keypads, displays, pointing devices, graphical interfaces and/or printers.

For example, the client B computer system **266** may include program instructions stored in non-transitory computer-readable storage media such those program instructions of a Web browser **290** configured to play streaming audio or video similar to that of Web browser **284** of client A computer system **264** described above. Although there are only two example client computer systems depicted in FIG. **2**, there may be fewer or more such client computer systems operably connected to LAN **208** and/or WAN **210** in various other embodiments.

FIGS. **3**A-**3**C are diagrams of streaming media containers **302**, **304** and **306** of various example configurations, according to different illustrated embodiments. Streaming media containers **302**, **304** and **306**A are digital containers (also referred to as a wrapper). A digital container is a meta-file format whose specification describes how different data elements and metadata coexist in a computer file. The digital container may be used to identify and interleave different data types. Many digital containers support multiple audio and video streams, subtitles, chapter information, and metadata (tags) along with the synchronization information needed to play back the various streams together. For example, the digital container file header, most of the metadata and the synchronization chunks may be specified by the digital container format. In one example embodiment, the digital container may be an Adobe® Flash Video container for video and/or audio from Adobe Systems. The digital container holds a single or multiple assets (i.e., media files and/or links) including media files in various formats such as Joint Picture Expert JPEG format and Adobe FLV and F4V formats, and is then wrapped again in an Adobe® Flash SWF file. The Adobe® SWF file may contain animations or applets of varying degrees of interactivity and function. Originally, the term SWF was used as an abbreviation for ShockWave Flash. This usage was changed to Small Web Format to eliminate confusion with a different technology, Shockwave, from which SWF was derived. However, other such digital container formats may be used.

In some embodiments, a streaming media container may be configured such that its contents are configured to be displayed on a user interface of a computing system. For example, contents of a streaming media container (e.g., streaming media container **302**) may be displayed on a Web page visited and called up by the client A computer system **264** or client B computer system **266** of FIG. **2** and delivered by the Web server computer system **262** of FIG. **2**. In some embodiments, the streaming media container **302** comprises a graphical user interface object **310** configured to display a plurality of miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* contained within an area of the object **310**. In other embodiments, the streaming media container **302** comprises a graphical user interface object **310** configured to display only one miniaturized video player (e.g., miniaturized video player **308***a*) contained within an area of the object **310**. In one embodiment, each of the plurality of miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* is approximately 1.7 cm by 2.8 cm. However, different sizes of miniaturized video players may be used depending on one or more of: video format and system requirements, advertising unit requirements, network capabilities, and available network bandwidth. Other embodiments include fewer or more miniaturized video players within the streaming media container and/or include a plurality of miniaturized video players that may be seen by a user scrolling through the plurality of miniaturized video players within the streaming media container **302**. In some embodiments, the streaming media container **302** may include other user interface controls (e.g., a volume control, a fast-forward control, a pause control, a rewind control, a scrolling control, Web links, buttons, etc.) and/or other user selectable icons or controls related or unrelated to the plurality of miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*.

Each of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* contained within the area of the object **310** is configured to display a user-selectable icon, such as a thumbnail image or video frame (e.g., an initial video frame) of, related to, or associated with a dynamically linked or embedded video and/or audio content file. The streaming media container **302** is configured to recognize a position of a pointer or cursor over individual ones of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*, (i.e., a cursor-over action). On touch-screen devices the streaming media container **302** may be configured to recognize a touch action or other movement over individual ones of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*. In other embodiments, the streaming media container **302** may be configured to recognize other types of selections by a user including, but not limited to: a mouse click, a button press, a double-click, stylus tap, icon drag, swipes, voice activation, and other user interface selection techniques. Upon the recognition of a position of a pointer or cursor over individual ones of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*, the streaming media container **302** is configured to stream video and/or audio content within the area on the container **302** of user-selectable icon of the individual miniaturized video player over which the cursor was recognized. For user devices including a touch screen, the streaming media container **302** may be configured to stream video and/or audio content within the area on the container **302** of a user-selectable icon of the individual miniaturized video player that is touched by the user. In some embodiments, the streaming audio and video files may be stored on, and the streaming of the video and/or audio may be controlled by or though, the streaming media and ad server computer system **202** of FIG. **2** and/or the Web server computer system **262**.

In particular, a user need not click individual video files or wait for each video file to load within a player, rather the video associated with the individual player streams immediately upon a cursor-over action. A cursor-over action is when a user moves a cursor or pointer over, or otherwise hovers on (i.e., hovers the cursor or pointer over or on) an icon. For example, if a user performs a cursor-over action on the icon displayed by or on miniaturized video player **308***b*, this action will trigger a streaming video to immediately begin to play within the miniaturized video player **308***b* that is associated with the thumbnail image or video frame displayed on or by the miniaturized video player **308***b*. In some embodiments, this may be performed by a request for the streaming video or audio that is automatically sent to the streaming media and ad server computer system **202** of FIG. **2** upon the cursor-over action. In some embodiments, the size of the frames of the streaming video being played by the miniaturized video player **308***b*

will be larger than the size of the associated thumbnail image or video frame displayed on or by the miniaturized video player **308***b*.

One or more of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* may be configured to play a video preview of a video program upon the cursor-over action on the user-selectable icon and then play the full video program upon an additional indication of selection of the icon that is different than the cursor-over action. For example, if a user moves the cursor over miniaturized video player **308***a*, a video or audio preview may begin to play. If the user then clicks a mouse button or performs some other interaction with the container **302** while the cursor is still over the miniaturized video players **308***a*, then the full video program associated with the preview may begin to play. In this instance, various actions may instead or also occur, including, but not limited to, a different larger video player being opened to play the full video program, another Web page being activated or displayed, an advertisement being displayed, an offer being made, additional information being displayed, a message or email being sent, the user action being tracked, etc.

Also, in some embodiments, if a user ends the cursor-over action by moving the cursor or pointer outside the area of the miniaturized video player **308***a*, the currently streaming video will be paused. If the user then again moves the cursor or pointer over the miniaturized video player **308***a*, the miniaturized video player **308***a* may continue to play the video preview from the current location in playback upon the additional cursor-over action. The streaming media container **302** also includes a background area **312** which may include various other information, user-selectable controls, and/or links. For example, the background area **312** may include general promotional material, advertisements, links, offers, instructions or other information related to the streaming media content available in the container **302**.

Different streaming media content may be delivered by the streaming media and ad server computer system **202** of FIG. **2** to the streaming media container **302** based upon an Internet protocol (IP) address associated with a user that selects the user-selectable icon of an individual miniaturized video player (e.g., **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*). For example, each user-selectable icon may be configured to trigger playing different streaming media content based upon a location associated with the IP address. In this regard, a user will be able to automatically receive streaming content relevant to their local area, or the area associated with their IP address, upon the cursor-over action on the user-selectable icon of an individual miniaturized video player of the streaming media container **302**.

Also, in various embodiments, each user-selectable icon of an individual miniaturized video player (e.g., **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*) may be configured to trigger playing different streaming media content based upon, but not limited to, one or more of: search terms used by a user, preferences of a user, information in the background area of the container **302**, a location of the container **302** on a Web page, a current date, a current time, previous streaming media played as a result of selection of one or more of the plurality of user-selectable icons, a number of times previous streaming media played as a result of selection of one or more of the plurality of user-selectable icons of an individual miniaturized video player (e.g., **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*) within the container **302**, a product or service associated with the container **302**, a category associated with the container **302**, input indicating revenue received for a playing of particular streaming media, a daily promotion associated with an advertiser, an advertising campaign associated with an advertiser, electronically received feedback from a user, interactions with the search results of a user that performed the search, shopping habits of a user, demographic information of a user, interactions of a user with the streaming media container **302**, click-through rates (CTR) of a user, advertisement impressions of a user, and account settings of a user.

Also, in some embodiments, particular streaming media content may be played within an individual miniaturized video player at different times upon selection. For example, different streaming media content may be rotated in to be played upon selection by the individual miniaturized video player, or switched, according a schedule and/or based on any combination of other criteria such as that described above. Also, different captions, text, graphics, effects and backgrounds, either integrated with or superimposed under, on or over the streaming media content may also be provided and based on different schedules, particular content being displayed and different criteria such as that described above. The different captions, text, graphics, effects and backgrounds may be received as part of the streaming media content or added at a later time to be displayed with the streaming media content. The caption may be related to the streaming video content currently being played in the individual miniaturized video player. For example, streaming video content for a piece of real estate being played in a single individual miniaturized video player may have a caption explaining the number of rooms, description of the property, etc.

The streaming media containers **302**, **304** and **306** may be configured such that their contents are configured to fit within a defined area on a Web page. Each streaming media container **302**, **304** and **306** may be embedded on a Web page or other user interface. In instances where the streaming media container is configured such that its contents are configured to be displayed within an area on an interface of a standard size, the streaming media containers **302**, **304** and **306** may conform to the standard size. Various models of advertising and generating ad revenue may be implemented technically and/or used in conjunction with the streaming media containers **302**, **304** and **306**. For example, an owner or publisher of a Web site may sell the right to different entities to present particular streaming media content within one or more of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* and/or the background area **312**. An advertiser may also purchase a right to the entire container **302** to present content as desired in any one or all of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* and/or the background area **312**. The advertiser may be charged based on a variety of different actions by the user including, but not limited to, a number of cursor-over actions, user click-throughs or click-through rates (CTRs), ad impressions, length of streaming media or audio play, particular ones of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* having an associated cursor-over action or otherwise being activated, completed user transactions, etc. In some embodiments, this user interaction may be tracked and analyzed by the analytics modules **244** of the streaming media and ad server computer system **202**.

Multiple videos may be delivered based upon a particular business, product or service area. For example, a real estate advertiser may include one video about a real estate broker national brand in player **308***a*, one video about the featured house of a real estate agent in player **308***b*, and one video of the agent's featured house in video player **308***c*. In this regard, each video player of the container **302** is capable of supplying a unique video based upon defined criteria and the streaming video container **302** is also capable of providing related videos in one or more players within the streaming video con-

tainer **302**. Alternatively, the local real estate agent may "own" the container **302** for insertion of videos of the agent's homes for sale based upon the search criteria of the home buyer or by the broker/brand owning the right to advertise using the container **302** by having content inserted in the container **302** related to location-based homes and agents.

In some embodiments, the streaming media container **302** may be dynamically inserted on a Web search results page (e.g., by the Web server computer system **262**). Each user-selectable icon associated with the different miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* may be configured to trigger playing of different streaming media content based upon search terms used in a search that produced the Web search results page. For example, miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* may each be associated with a different search term and be configured to play streaming media associated with or related to the respective associated search term. Also, the search terms may be collectively analyzed to determine a general category and/or one or more specific categories, services or products. One or more of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* may then be configured to play streaming media content related to one or more of the determined general category, specific categories, services, and/or products. In this regard, the content available in the streaming media container **302** on the Web search results page will be more likely to be relevant to the search terms and thus be more likely to cause the user to interact with the streaming media container **302**. The right to advertise content within the streaming media container **302** related to particular search terms may also be purchased by advertisers. Also, one or more of miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f* may be configured to showcase video previews to help users find a video faster based on their search.

The streaming media container **302** may also be used in a variety of other applications and areas of media delivery. For example, the streaming media container **302** can play with a cursor-over action the latest news stories with the streaming content being syndicated across all partner Web sites simultaneously. For national news, the streaming media content may be based upon key categories associated with the streaming media container **302**, associated with individual activated miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f*, or be based on timestamps associated with activation of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e* and **308***f*. Current local news may be delivered based upon location (e.g., using the IP address of the user's device) and/or the style or other attributes of the streaming media container **302** embedded into a Web page. For example, a streaming media container **302** of the *Georgia Gazette* would only receive streaming media content including Georgia local news. Entertainment content may be delivered to the streaming media container **302** for preview, such as latest movies, movies in theaters, movies releasing to DVD, etc. Video game trailers may also be delivered to the streaming media container **302** based upon user preferences. For example, if a user is logged on to or otherwise identified, video trailers that the user may have interest in are delivered to the individual miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* streaming media container **302** upon a cursor-over action on a respective miniaturized video player. Previews on instructional, editorial and "how to" streaming media content may also be delivered to the streaming media container **302** to increase user engagement.

A streaming media container may have a variety of different configurations and shapes, of which a few are shown in FIGS. **3**A-**3**C. In some embodiments, the streaming media container may have a substantially rectangular shape and may include the plurality of individual miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* located in any area within the container. For example, FIG. **3**A shows the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* formed in a horizontal row within the container **302** in what may be referred to as a "leaderboard" configuration. FIG. **3**B shows the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* formed in a vertical column within the container **304** in what may be referred to as a "skyscraper" configuration. FIG. **3**C shows the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* configured in two horizontal rows within the container **306**. Other shapes of the streaming media container **302** (e.g., circle, star, other polygon, etc.) and configurations of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* within the streaming media container **302** are contemplated and possible. In some embodiments, the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* may partially overlap each other.

A streaming media container of different configurations may be inserted into any variety of graphical user interfaces, including, but not limited to, different types of Web pages, interfaces of mobile device applications, and video game interfaces, etc. FIGS. **4**-**7** show streaming media containers of different configurations inserted into different areas on different types of Web pages.

For example, FIG. **4** shows streaming media container **302** in a "leaderboard" configuration located near the top of a Web page for finding businesses, products or services in the local area. For example, the streaming media container **302** may play content related to the local area associated with a user of the Web site.

FIG. **5** shows a version of streaming media container **306** with four miniaturized video players in a stacked rectangular configuration located near on the middle right-hand side of a social network Web page. For example, the streaming media container **306** may play content related to user information related to the social network account of the user. In the example shown in FIG. **5**, it had been determined that, based on the user activity within the social media account and user demographic information, the user is interested in clothing. Thus, at least some of the streaming media content of the streaming media container **306** was automatically selected (e.g., by the streaming media and ad server computer system **102** shown in FIG. **2**) as being related to clothing.

FIG. **6** shows a version of streaming media container **302** with two miniaturized video players in a horizontal row "leaderboard" configuration located near in the middle of a Web page that enables searching businesses and services in a particular selected city. For example, the streaming media container **302** may play streaming media content selected to advertise restaurants related to the "family-friendly dining" and "Sacramento" search terms entered by the user.

FIG. **7** shows streaming media container **304** in a vertical column "skyscraper" configuration located along the right hand side of a search results Web page of an online retailer. For example, the streaming media container **302** may play streaming media content selected to advertise products (e.g., boots) related to the "boots" search term entered by the user. In the example shown in FIG. **7**, each player within the streaming media container **304** plays different streaming media related to a different type, style or brand of boot. For example, different advertisers of different specific brands of boots may purchase the right to advertise using their brand in one or more different individual miniaturized players within the same streaming media container **304**.

FIG. **8** shows a method **800** for configuring a user interface to stream multiple different media content upon a cursor-over or hover action on an icon in a digital container, according to one illustrated embodiment.

The method **800** starts at **802**, in which the Web server computer system **262** or the client A computer system **264** shown in FIG. **2** configures a user interface to present a plurality of user-selectable icons. Each user-selectable icon of the plurality of user-selectable icons is individually configured to trigger playing of different streaming media content in an area on the user interface of the user-selectable icon upon a cursor-over or hover action on the user-selectable icon.

At **804**, the Web server computer system **262** or the client A computer system **264** configures the user interface to present the plurality of user-selectable icons in a container wherein the container is configured to display contents of the container within a defined area on the user interface. For example, the user-selectable icons may be those of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* of streaming media container **302** shown in FIG. **3**A.

FIG. **9** shows a method **900** for providing selected streaming media based on selected icons in a digital container, according to one illustrated embodiment.

The method starts at **902**, where the streaming media and ad server computer system **202** shown in FIG. **2** receives input indicative of which user-selectable icon of a plurality of user-selectable icons presented on a user interface within a container. The container may be configured to display contents of the container within a defined area on the user interface.

At **904**, the streaming media and ad server computer system **202** selects streaming media content associated with the selected user-selectable icon for play in an area on the user interface of the selected user-selectable icon. The selected streaming media content associated with the selected user-selectable icon is selected from among other different streaming media content associated with other user selectable icons of the plurality of user-selectable icons. For example, the user-selectable icons may be those of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* of streaming media container **302** shown in FIG. **3**A.

At **906**, the streaming media and ad server computer system **202** provides the selected streaming media content associated with the selected user-selectable icon for play in the area on the user interface of the selected user-selectable icon. The streaming media and ad server computer system **202** may provide the selected streaming media content to the Web server computer system **262** or, in some instances, directly to the client A computer system **264**.

FIG. **10** shows a method **1000** for providing selected streaming media based on selected icons and search terms used in a search, according to one illustrated embodiment.

The method **1000** starts at **1002**, where the Web server computer system **262** or the client A computer system **264** shown in FIG. **2** configures a user interface to present a plurality of user-selectable icons on a Web search results page.

At **1004**, the Web server computer system **262** or the client A computer system **264** configures each user-selectable icon of the plurality of user-selectable icons to trigger playing of different streaming media content in an area on the search results page of the user-selectable icon upon a cursor-over or hover action on the user-selectable icon. For example, the user-selectable icons may be those of the miniaturized video players **308***a*, **308***b*, **308***c*, **308***d*, **308***e*, and **308***f* of streaming media container **302** shown in FIG. **3**A.

At **1006**, the Web server computer system **262** or the client A computer system **264** configures each user-selectable icon of the plurality of user-selectable icons to play different streaming media content based upon search terms used in a search resulting in the Web search results page.

The above description of illustrated embodiments, including what is described in the Abstract, is not intended to be exhaustive or to limit the embodiments to the precise forms disclosed. Although specific embodiments of and examples are described herein for illustrative purposes, various equivalent modifications can be made without departing from the spirit and scope of the disclosure, as will be recognized by those skilled in the relevant art. The teachings provided herein of the various embodiments can be applied to other systems, not necessarily the exemplary Web server supplying the example Web pages and the exemplary ad and streaming media server supplying the streaming media content described above. In some embodiments, the Web server and the ad and streaming media server may be one system or controlled by one entity. Also, in some embodiments, the features and functionality described above may be implemented on one stand-alone system.

For instance, the foregoing detailed description has set forth various embodiments of the devices and/or processes via the use of block diagrams, schematics, and examples. Insofar as such block diagrams, schematics, and examples contain one or more functions and/or operations, it will be understood by those skilled in the art that each function and/or operation within such block diagrams, flowcharts, or examples can be implemented, individually and/or collectively, by a wide range of hardware, software, firmware, or virtually any combination thereof. In one embodiment, the present subject matter may be implemented via Application Specific Integrated Circuits (ASICs). However, those skilled in the art will recognize that the embodiments disclosed herein, in whole or in part, can be equivalently implemented in standard integrated circuits, as one or more computer programs running on one or more computers (e.g., as one or more programs running on one or more computer systems), as one or more programs running on one or more controllers (e.g., microcontrollers) as one or more programs running on one or more processors (e.g., microprocessors), as firmware, or as virtually any combination thereof, and that designing the circuitry and/or writing the code for the software and or firmware would be well within the skill of one of ordinary skill in the art in light of this disclosure.

In addition, those skilled in the art will appreciate that the mechanisms taught herein are capable of being distributed as a program product in a variety of forms, and that an illustrative embodiment applies equally regardless of the particular type of signal bearing media used to actually carry out the distribution. Examples of signal bearing media include, but are not limited to, the following: recordable type media such as portable disks and memory, hard disk drives, DVDs, CD ROMs, digital tape, and computer memory; and other non-transitory computer-readable storage media.

The various embodiments described above can be combined to provide further embodiments.

These and other changes can be made to the embodiments in light of the above-detailed description. In general, in the following claims, the terms used should not be construed to limit the claims to the specific embodiments disclosed in the specification and the claims, but should be construed to include all possible embodiments along with the full scope of equivalents to which such claims are entitled. Accordingly, the claims are not limited by the disclosure.

The invention claimed is:

1. A computer-implemented method comprising:

configuring a user interface to present an array of a plurality of user-selectable, reduced-size media players, wherein each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players is individually configured to trigger playing of streaming media content within a current area of the user-selectable, reduced-size media player upon a cursor-over action on the user-selectable, reduced-size media player and is configured to pause the playing of the streaming media content upon any ending of the cursor-over action, while in a paused mode, the reduced-size media player stopped at and displaying a still frame of the streaming media content at a current paused location within the streaming media content until a subsequent cursor-over action on the user-selectable, reduced-size media player triggers playing, from the current paused location, the streaming media content within the current area of the user-selectable, reduced-size media player, enabling a user to navigate between and selectively play different streaming media content within each reduced-size media player of the array of user-selectable, reduced-size media players to compare the different streaming media content between each reduced-size media player of the array of user-selectable, reduced-size media players; and

configuring the user interface to present the array of the plurality of user-selectable, reduced-size media players in a graphical container wherein the container is configured to display graphical contents of the container, including the plurality of media players, within a defined area on the user interface and wherein the graphical container is an object that is embedded on a graphical user interface via a network link to the object.

2. The computer-implemented method of claim 1, further comprising:

configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play different streaming media content based upon an Internet protocol address associated with a user that selects the user-selectable, reduced-size media player.

3. The computer-implemented method of claim 2 wherein the configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play different streaming media content includes configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play different streaming media content based upon a location associated with the Internet protocol address.

4. The computer-implemented method of claim 1 wherein the streaming media content includes at least streaming digital video.

5. The computer-implemented method of claim 4, further comprising:

configuring at least one user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play a video preview of a video program upon the cursor-over action on the at least one user-selectable, reduced-size media player; and

configuring the at least one user-selectable, reduced-size media player to play the video program upon an additional indication of selection of the at least one user-selectable, reduced-size media player different than the cursor-over action.

6. The computer-implemented method of claim 5 wherein the additional indication of selection of the at least one user-selectable, reduced-size media player is a mouse click on the at least one user-selectable, reduced-size media player.

7. The computer-implemented method of claim 1 wherein the cursor-over action is hovering of a cursor over the at least one user-selectable, reduced-size media player and the array of user-selectable, reduced-size media players is an array of at least three user-selectable, reduced-size media players.

8. The computer-implemented method of claim 1 wherein the container has a rectangular shape.

9. The computer-implemented method of claim 1 wherein the user interface is a Web page or a portion of a Web page.

10. A system, comprising:

at least one processor;

at least one processor-readable memory that stores instructions executable by the at least one processor to cause the at least one processor to:

receive input indicative of which user-selectable, reduced-size media player of an array of user-selectable, reduced-size media players presented on a graphical user interface within a container is selected, wherein the container is configured to display contents of the container within a defined area on the user interface and wherein the array of user-selectable, reduced-size media players presented on the user interface are collectively a single object that is embedded on the graphical user interface via a single network link to the object, wherein the received input is a cursor-over action on the selected user-selectable, reduced-size media player;

in response to the received input:

select streaming media content associated with the selected user-selectable, reduced-size media player for play in a same location and area on the user interface as that on which the selected user-selectable, reduced-size media player is displayed, wherein the selected streaming media content associated with the selected user-selectable, reduced-size media player is selected from among other different streaming media content associated with other user selectable, reduced-size media players of the array of user-selectable, reduced-size media players; and

provide the selected streaming media content associated with the selected user-selectable, reduced-size media player for play in the same location and area on the user interface on which the selected user-selectable, reduced-size media player is displayed, enabling a user to navigate between and selectively play different streaming media content within each reduced-size media player of the array of user-selectable, reduced-size media players to compare the different streaming media content between each reduced-size media player of the array of user-selectable, reduced-size media players; and

pause the playing of the selected streaming media content upon an ending of the cursor-over action, while in a paused mode, the selected reduced-size media player stopped at and displaying a still frame of the streaming media content at a current paused location within the streaming media content until a subsequent cursor-over action on the selected user-selectable reduced-size media player triggers playing, from the current paused location, the streaming media content within the current area of the selected user-selectable, reduced-size media player.

11. The system of claim 10, wherein the instructions executable by the at least one processor further cause the at least one processor to:

receive input indicative of an Internet protocol address associated with a user that selected the selected user-selectable, reduced-size media player, and wherein the selection of streaming media content associated with the selected user-selectable, reduced-size media player is based at least in part on the received input indicative of an Internet protocol address.

12. The system of claim 11 wherein the selection of streaming media content associated with the selected user-selectable, reduced-size media player is based at least in part on a location associated with the Internet protocol address.

13. The system of claim 12 wherein the user interface is a Web page and the instructions executable by the at least one processor further cause the at least one processor to:

receive input indicative of a specific product or service associated with the container;

receive input indicative of selection of another selected one of the array of user-selectable, reduced-size media players;

select other different streaming media content associated with the other selected one of the array of user-selectable, reduced-size media players from among the other different streaming media content associated with other user selectable, reduced-size media players of the array of user-selectable, reduced-size media players based on the product or service associated with the container regardless of the location associated with the Internet protocol address; and

provide the selected streaming media content associated with the other selected one of the array of user-selectable, reduced-size media players for play in the location and area on the user interface on which the other selected one of the array of user-selectable, reduced-size media players.

14. The system of claim 13 wherein the selected streaming media content associated with the selected user-selectable, reduced-size media player is streaming digital video associated with a local retailer of the product or local agent of the service associated with the location associated with the Internet protocol address, and wherein the selected other different streaming media content selected based on the product or service associated with the container regardless of the location associated with the Internet protocol address is streaming digital video associated with a brand of the product or service.

15. The system of claim 10, wherein the instructions executable by the at least one processor further cause the at least one processor to:

receive input indicative of user preference information of a specific user associated with the selected user-selectable, reduced-size media player, and wherein the selection of the streaming media content associated with the selected user-selectable, reduced-size media player is based at least in part on the received input indicative of the user preference information.

16. The system of claim 10 wherein the instructions executable by the at least one processor cause the at least one processor to provide the selected streaming media content over a network for display on a device on which the user interface is displayed.

17. A non-transitory computer-readable medium that stores instructions that when executed by at least one computer system cause the at least one computer system to perform:

configuring a user interface to present an array of a plurality of user-selectable, reduced-size media players on a Web search results page, wherein the array of user-selectable, reduced-size media players presented on the Web search results page are collectively a single object that is embedded on the graphical user interface via a single network link to the object;

configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to trigger playing of different streaming media content in a same location and an area on the search results page as that on which the user-selectable, reduced-size media player is displayed, upon a cursor-over action on the user-selectable, reduced-size media player; and

configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to pause the playing of the streaming media content upon any ending of the cursor-over action, while in a paused mode, the reduced-size media player stopped at and displaying a still frame of the streaming media content at a current paused location within the streaming media content until a subsequent cursor-over action on the user-selectable, reduced-size media player triggers playing, from the current paused location, the streaming media content within the current area of the user-selectable, reduced-size media player, enabling a user to navigate between and selectively play different streaming media content within each reduced-size media player of the array of user-selectable, reduced-size media players to compare the different streaming media content between each reduced-size media player of the array of user-selectable, reduced-size media players; and

configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play different streaming media content based upon search terms used in a search resulting in the Web search results page.

18. The non-transitory computer-readable medium of claim 17 wherein the instructions further cause the at least one computer system to perform:

configuring the user interface to present the array of user-selectable, reduced-size media players in a graphical container wherein the graphical container is configured to fit within an advertising unit space on the Web search results page.

19. The non-transitory computer-readable medium of claim 17 wherein the instructions further cause the at least one computer system to perform:

configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to play different streaming media content based upon one or more of: user preferences of a user that performed the search, an Internet protocol address associated with a user that performed the search, a location of the container on the Web search results page, a current date, a current time, previous streaming media played as a result of selection of one or more of the array of user-selectable, reduced-size media players, a number of times streaming media has been previously played as a result of selection of one or more of the array of user-selectable, reduced-size media players, a product or service associated with the container, a category associated with the container, input indicating revenue received for a playing of particular streaming media, a daily promotion associated with an advertiser associated

with the container, an advertising campaign associated with an advertiser associated with the container, feedback received from a user that performed the search, interactions of a user with the search results, and account settings of a user that performed the search.

20. The non-transitory computer-readable medium of claim **17** wherein streaming media content includes streaming digital video and wherein each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players is a frame of a different digital video associated with the user-selectable, reduced-size media player and wherein the configuring each user-selectable, reduced-size media player of the array of user-selectable, reduced-size media players to trigger playing of different streaming media content includes playing the different streaming media content in the area on the search results page of the user-selectable, reduced-size media player upon the cursor-over action on the user-selectable, reduced-size media player using a digital video frame size for playing the streaming media content that is larger than a frame size of the user-selectable, reduced-size media player.

21. A computer-implemented method comprising:

configuring a user interface to present a plurality of user-selectable, reduced-size media players;

triggering playing of streaming media content in a same location and area on the user interface as that on which the at least one user-selectable, reduced-size media player is displayed, upon a cursor-over action on the at least one user-selectable, reduced-size media player;

pausing the playing of the streaming media content upon any ending of the cursor-over action until a subsequent cursor-over action on the user-selectable, reduced-size media player triggers playing, from a paused location, the streaming media content within the current area of the user-selectable, reduced-size media player from the paused location, enabling a user to navigate between and selectively play different streaming media content within each reduced-size media player of an array of user-selectable, reduced-size media players to compare the different streaming media content between each reduced-size media player of the array of user-selectable, reduced-size media players; and

configuring the user interface to present the at least one user-selectable, reduced-size media player in a graphical container, wherein the graphical container is an object that is embedded on a graphical user interface via a network link to the object.

22. The computer-implemented method of claim **21** wherein the triggering playing comprises:

for each user-selectable, reduced-size media player of the plurality of user-selectable, reduced-size media players, sending a request via a single link to a server for streaming media content associated with the container including the user-selectable, reduced-size media players upon a cursor-over action on the user-selectable, reduced-size media player; and

in response to the request, playing received streaming media content in an area on the user interface of the at least one user-selectable, reduced-size media player.

23. The computer-implemented method of claim **21** wherein the triggering playing comprises, in response to the request, playing embedded media content previously saved on a local memory of a device on which the user interface is displayed in an area on the user interface of the at least one user-selectable, reduced-size media player.

24. The computer-implemented method of claim **21** wherein the streaming media content includes at least streaming digital video and wherein the container is configured to display contents of the container within an advertising unit space on the user interface.

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